

Syllabus

Bachelor of Commerce



Krishna Kanta Handiqui State Open University

Structure of B. Com. programme

Semesters	DSC (60/80)	Minor (24/32)	IDC (9)	AEC (13)	VAC (6)	SEC (10)	Field Work/ Project / Internship (4/12)	Total Credit
I	DSC 1 Business Organisation and Business Ethics(4)	DSE 1 Business Organisation and Business Ethics(4)	IDC 1 (3)	Gen Eng (3)	Environmental Studies (2)	Office Management /Information Technology /Introduction to Geoinformatics /Organic Farming/ Poultry Farming (3)		20
II	DSC 2 Financial Accounting (4)	DSE 2 Financial Accounting (4)	IDC 2 (3)	MIL (3)	Introduction to Yoga (2)	Tea Cultivation and Management/ Tourism and Travel Management/ Creative Writing and Translation/ Advertisement and Mass Media (3)		20
Exit 1	UG` Certificate Programme							40
III	DSC 3 Management Principles and Application (4)	DSE 3 Management Principles and Application (4)	IDC 3 (3)	Life Skills For All (4)		Cyber Security (4)		23
	DSC 4 Indian Financial System							
IV	DSC 5 Corporate Accounting (4)	DSE 4 Fundamentals of Financial Management (4)	Studies of Assamese Culture/Spok en English * (4)					20
	DSC 6 Business Regulatory Framework (4)							
	DSC 7 Fundamentals of Financial Management (4)							
Exit 2	UG Diploma Programme							83
V	DSC 8 Business Statistics (4)	DSE 5 E-Commerce (4)						20
	DSC 9 Management Accounting (4)							
	DSC 10 Business Economics (4)							
	DSC 11 Company Law (4)							
VI	DSC 12 Modern Banking (4)	DSE 6 Modern Banking (4)						20
	DSC 13 Marketing Management (4)							
	DSC 14 Taxation (4)							
	DSC 15 Human Resource Management (4)							
Exit 3	UG Degree Programme							123

VII	DSC 16 Organisational Behaviour (4)	DSE7 Entrepreneurship Development and Small Business Management (4)				Research Methodology (4)	3 Seminar/P resentation/ Internship (4)	24
	DSC 17 International Trade and Business (4)							
	DSC 18 Auditing (4)							
VIII	DSC 19 Industrial Relations and Labour Laws (4)	DSE 8 Advertising and Sales Promotion (4)						24
	DSC 20 Cost Accounting (4)						Project/ Dissertation (12)	
Exit 4	UG Degree Honours/Research Programme							171

Detailed Course wise Syllabus of B. COM. Programme

(DSC (Major) and DSE (Minor) courses of the B.Com. Programme)

Semester- I

Course Code DSC 1/ Minor 1: Business Organization and Business

Ethics

Objective: *The objective of the course is to enable students to develop a theoretical understanding about forms of business organisation and structure. The course will also make them capable of realizing the Needs of Business Ethics, corporate governance, corporate culture and social responsibility*

Learning Outcome

After completion of the course, learners will be able to

- 1:** discuss the concept of business;
- 2:** discuss the different forms of business organisation;
- 3:** discuss the role of vision, mission and objectives in a company;
- 4:** discuss about business ethics and social responsibility of business.

understand the meaning and process of registration of a partnership firm and company forms of business.

UNIT 1: Nature and Purpose of Business

Meaning of Business; Features of Business; Objectives of Business; Components of Business; Classification of Industries; Commerce and its Components; Factors to be Considered for Starting a Business, Sources of Finance

UNIT 2: Business Organisation: An Introduction

Meaning and Scope of Business Organisation; Internal Organisation of a Business; Meaning of Departmentation; Forms of Internal Organisation; External Organisation; Factors Influencing Choice of a Suitable Form of Business Organisation.

UNIT 3: Proprietorship Business

Meaning and Features of Proprietorship Business; Checklist for starting of a Proprietorship Business; Advantages of Proprietorship Business; Disadvantages of Proprietorship Business.

UNIT 4: Partnership Business

Meaning and Features of partnership business; advantages and disadvantages of partnership business; formation of partnership business; types of partnerships, how does a partnership business work? Partnership Deed, Limited Liability Partnership – meaning and feature; Partnership Vs LLP

UNIT 5: Joint Hindu Family Business

Concept and Characteristics of Joint Hindu Family Business; Merits of Joint Hindu Family Business; Demerits of Joint Hindu Family Business

UNIT 6: Cooperative Societies

Meaning and Characteristics of Cooperative Society; Formation of Cooperative Society; Types of Cooperative Societies; Merits and Demerits of Cooperative Organisations

UNIT 7: Public Sector Enterprises

Concept of Public Sector Enterprises; Characteristics of Public Sector Enterprises; Forms of Public Sector Enterprises; Contribution of Public Sector Enterprises; Privatisation of Public Sector Enterprises- objectives, merits, demerits

UNIT 8: Company Form of Organisation

The Company Organisation; Features of a Joint Stock Company; Types of Companies; Merits of a Joint Stock Company; Demerits of a Joint Stock Company; One Person Company Vs Proprietorship, Joint Stock Company Vs Partnership; Suitability of Different Forms of Business Organisations

UNIT 9: Multinational Corporations

Concept of MNCs; Structure of MNCs; Types of MNCs; Objectives of Multinational Corporations; Characteristics of Multinational Corporations; Reasons for Growth of Multinational Corporations; Significance of Multinational Corporations; Arguments in Favour of Multinational Corporations; Arguments Against Multinational Corporations; MNCs in India

UNIT 10: Micro, Small and Medium Enterprises (MSMEs)

Meaning of MSME, Features of MSME, Functions of MSME, Classification of MSME, registration of MSME, Challenges of MSME, Benefits of registration of MSME, Importance MSME in Indian economy, Government policy towards MSME.

UNIT 11: Entrepreneurship

Meaning of Entrepreneur and Entrepreneurship, Characteristics of good entrepreneurs, Entrepreneurial process, identification of opportunity, Generation of business idea, Sources of business idea, Feasibility study, project report, basic consideration in setting up a business enterprise

UNIT 12: Vision, Mission and Objectives

Meaning of Vision; Characteristics of Vision Statement; Shared Value; Purposes of Shared Value; Concept of Mission; Characteristics of Mission Statement; Importance of Mission Statement; Formulation of Mission Statement; Distinction Between Vision and Mission; Concept of Objectives; Role of Objectives; Guidelines for Ideal Objectives; Hierarchy of Objectives; Setting of Objectives; Objectives and Goals

UNIT 13: Business Ethics

Concept of Business Ethics; Elements of Business Ethics; Need for Business Ethics; Ethics in E-business; Factors affecting Business Ethics; Unethical Business Behaviour; Ethics Vs. Law; Theories of Ethics; Ethics in Global Context

UNIT 14: Social Responsibility of Business

Concept of social responsibility of business, Meaning and importance of Corporate Social responsibility (CSR), Discharging of social responsibility to the stakeholders, Responsibility to the society; Responsibility towards the environment

UNIT 15: Human Values in Business

Meaning and nature of Human Values in Business, Types of Human Values; Human Values in Business Ethics; How business ethics deals with human values; Essential Human Values for Business Owners; Significance of Ethical Values for success of business; Codes of Conduct.

Suggested Readings:

Basu, C. R. (1998). Business Organization and Management. New Delhi: McGraw Hill Publishing India.

Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications. Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.

Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education.

Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill Education. Singh, B. P., & Singh, A. K. (2002).

Essentials of Management. New Delhi: Excel Books.

Note: Learners are advised to use latest edition of text books

Semester- II

Course Code DSC 2/ Minor 2: Financial Accounting

Objective: Objective of this course is to help the learners to acquire conceptual knowledge of accounting, to impart skills for recording various kinds of business transactions associated with different kinds of business and Not- Profit Organizations and to prepare financial statements.

Learning Outcome:

After completion of the course, learners will be able to

- 1:** understand the concepts associated with accounting;
- 2:** enter the business transactions according to the principles of double entry system of book keeping
- 3:** preparing journal, ledger and cash book;
- 4:** prepare financial statements of sole proprietors and partnership firms;
- 5:** maintain books of accounts of Not- Profit Organizations and Professionals;
- 6:** prepare accounts for consignment, joint venture, branch, departments and hire purchase and instalment system.

Unit 1: Introduction to Accounting

Definition, Nature and Importance of Accounting; Characteristics and Importance of Accounting Information; Users of Accounting Information; Branches of Accounting.

Unit 2: Generally Accepted Accounting Principles

Meaning of Accounting Principles, Meaning and Importance of Accounting Standards; Generally Accepted Accounting Principles (GAAP); Accounting Standards and International Accounting Standards Committee; Brief Introduction of Accounting Standards issued by the Institute of Chartered Accountants of India; International Financial Reporting Standards.

Unit 3: Accounting Standards

Meaning and Needs of Accounting Standards; Objectives of Accounting Standards; Advantages of Accounting Standards; Authorities for Setting Accounting Standards in India.

Unit 4: Accounting Process-I

Meaning of Account; Meaning of Debit and Credit; System of Book-Keeping; Double-Entry System; Classification of Accounts; Rules for Debit and Credit.

Unit 5: Accounting Process-II

Meaning of Books of Account; Meaning of Journal; Journalising Subsidiary Books of Account; Meaning of Ledger; Meaning of Ledger Posting; Rules Regarding Posting; Balancing of an Account.

Unit 6: Cash Book

Meaning of Cash Book and Pass Book; Importance of Cash Book; Different Types of Cash Book; Petty Cash Book and Imprest System.

Unit 7: Partnership- I

Meaning and Features of Partnership Business; Advantages and Disadvantages of Partnership; Meaning of Partnership Deed; Capital Accounts of Partners; Distinctions between Fixed and Fluctuating Capital Accounts; Profit and Loss Appropriation Account; Interest on Capital; Interest on Drawings.

Unit 8: Partnership- II

Meaning of Admission of a Partner in a Partnership Business; Matters Requiring Attention on the Reconstitution of Partnership; New Profit Sharing Ratio on Admission of a Partner; Meaning of Retirement of Partner; New Profit Sharing Ratio and Gaining Ratio on Retirement of a Partner; Differences between Sacrificing Ratio and Gaining Ratio; Accounting Treatment of Goodwill at the Time of Retirement of Partner; Revaluation of Assets and Liabilities.

Unit 9: Preparation of Trial Balance

Concept and Importance of Trial Balance; Preparation of Trial Balance.

Unit 10: Preparation of Final Accounts

Meaning of Final Accounts, Trading Account; Profit and Loss Account Balance Sheet.

Unit 11: Consignment Account

Concept of Consignment; Important Terms related to Consignment Business; Features of Consignment Advantages of Consignment; Distinctions between Consignment and Sale; Accounting for Consignment Business; Valuation of Unsold Stock; Meaning of Normal and Abnormal Loss; Differences Between Normal and Abnormal Loss; Consigning Goods at Invoice Price.

Unit 12: Joint Venture

Meaning of Joint Venture; Features of Joint Venture; Advantages of Joint Venture; Distinction Between Joint Venture and Partnership; Distinction Between Joint Venture and Consignment; Accounting Treatment for Joint Venture: When separate set of books are maintained, When no separate set of books are maintained, When each Co-venturer Keeps records of their own transactions only.

Unit 13: Hire Purchase and Instalment Purchase System

Meaning and Features of Hire Purchase System, Advantages and Disadvantages of Hire Purchase System, Rights and Obligations of Hire Purchaser and Seller Accounting for Hire Purchaser System, Meaning and Features of Instalment Purchase System, Differences between Hire Purchase and Instalment Purchase Systems, Accounting for Instalment Purchase System.

Unit 14: Branch Account

Meaning of Branch, Objectives of Branch Accounting, Classification of Branches Accounting Systems for Branch, Debtors System or Synthetic System, Accounting arrangement under Debtors System or Synthetic System, Stock and Debtors System or Analytical System, Accounting arrangement under Stock and Debtors System or Analytical System.

Unit 15: Department Accounts

Meaning of Departmental Accounts, Objectives of Departmental Accounts, Methods of Departmental Accounting, Allocation of common expenses, Preparation of Departmental Trading and Profit and Loss Accounts.

Suggested Readings:

Anthony, R. N., Hawkins, D., & Merchant, K. A. (2010). Accounting: Text and Cases. New York: McGraw-Hill Education India.

Dam, B. B., & Gautam, H. C. (2019). Financial Accounting. Guwahati: Gayatri Publications.

Horngren, C. T., & Philbrick, D. (2017). Introduction to Financial Accounting. London: Pearson Education.

Lal, J., & Srivastava, S. (2012). Financial Accounting Text & Problems. Mumbai: Himalaya Publishing House.

Monga, J. R. (2017). Financial Accounting: Concepts and Applications. New Delhi: Mayur Paperback Publishing.

Shukla, M. C., Grewal, T. S., & Gupta, S. C. (2016). Advanced Accounts. Vol.-I. New Delhi: Sultan Chand Publishing.

Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.

Note: Learners are advised to use latest edition of text book

Semester- III

Course Code DSC 3/ Minor 3: Management Principles and Application

Course Objectives

The objectives of the Course are to help the learners in understanding the concepts of management and its evolution, functions of management- Planning, Organizing, Staffing, Directing & Controlling and also give an understanding of motivation and leadership.

Learning Outcomes

After completion of the course, learners will be able to

- 1:** explain the evolution of management thought;
- 2:** define the concept of management;
- 3:** describe its functions of management;
- 4:** apply the knowledge of management functions in their day to day and professional lives.

Unit 1: Introduction to Management

Concept of Management; Characteristics of Management; Scope of Management; Evolution of Management Thought; Management Vs Administration; Levels of Management; Functions of Management: Planning, Organising, Staffing, Controlling, Coordination; Management Styles in Indian Context.

Unit 2: Development of Management Thought

Development of Management Thought; Classical Approach; Frederick Winslow Taylor and Scientific Management; Henry Fayol and Administrative Management; Comparison Between Taylor and Fayol; Neo-Classical Theory; Hawthorne Experiments; Behavioural Science Approach; Modern Approach; Contribution of P.F. Drucker; Quantitative of Management Science Approach; Systems Approach; Contingency Approach.

Unit 3: Planning

Meaning and Features of Planning; Importance of Planning; Types of Planning; Steps in Planning Process; Limitation of Planning; Terms used in Planning Process.

Unit 4: Decision- Making

Meaning of Decision and Decision- making; Types of Decisions; Process of Decision- making; Individual and Group Decision- making, Techniques of Decision- making.

Unit 5: Organizing

Concept and Importance of Organizing; Process of Organizing; Principles of Organization; Organizational Chart; Organizational Structure.

Unit 6: Delegation of Authority and Responsibility

Meaning of Power, Authority and Responsibility, Meaning of Delegation of Authority, Process of Delegation of Authority, Principles of Effective Delegation, Advantages of Delegation, Barriers to Delegation.

Unit 7: Centralization and Decentralization

5

Meaning of Centralization, Decentralization and Recentralization, Factors Determining the Policy of Centralization and Decentralization, Advantages of Centralization and Decentralization, Delegation and Decentralization.

Unit 8: Staffing

Concept of Staffing and Importance of Staffing; Human Resource Planning; Concept and Sources of Recruitment; Concept of Selection; Concept of Orientation.

Unit 9: Directing

Concept and Importance of Directing; Principles of Directing: Principles relating to the Purpose of Direction; Principles relating to the direction Process; Concept of Supervision; Direction and Supervision; Role of a Supervisor: Scientific management Role; Human Relations Role; Functional Role; Qualities of a Good Supervisor, Functions of a Supervisor.

Unit 10: Controlling

Meaning and Importance of Control; Steps in Control Process; Behavioural Implications of Control; Management By Exception; Techniques of Managerial Control: Budgetary Control Techniques; Non- budgetary Control Techniques.

Unit 11: Leadership

Meaning and Features of Leadership; Importance of Leadership; Qualities of a Good Leader; Leadership Styles; Autocratic Leadership Style; Democratic Leadership Style; Free-Rein Leadership Style; Likert's Management System.

Unit 12: Motivation

Meaning of Motivation; Importance of Motivation; Theories of Motivation; Maslow's Need Hierarchy Theory; Mc Gregor's Theory X and Theory Y; Herzberg's Two Factor Theory; Alderfer's Existence-Relatedness Growth; Vroom's Expectancy Theory; Techniques of Motivation; Financial Incentives; Non-Financial Incentives.

Unit 13: Organizational Change

Concept of Organizational Change, Reasons for Organizational Change, Types of Change, Planned Change, Resistance to Change, Managing Resistance to Change.

Unit 14: Organizational Culture

Concept of Organizational Culture, Types of Culture, Functions of Culture, Theory Z Culture.

Suggested Readings:

Koontz. H., & Weihrich. H. (2012). Essentials of Management: An International and Leadership Perspective. New York: McGraw Hill Education.

Robbins, S. P., Bhattacharyya, S., DeCenzo, D. A., & Agarwal, M. N. (2011). Essentials of Management. London: Pearson Education.

Terry, G. R. (2010). Principles of Management. Homewood, California: Richard D. Irwin Inc. Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.

Note: Learners are advised to use latest edition of text book

Course Code DSC 4: Indian Financial System

Course Objectives

Objective of this course is to give a broad idea about Indian financial system

Course Outcomes

After completion of the course, learners will be able to

- 1:** identify various financial markets, institutions and services
- 2:** identify the sources of funds according to the requirement of the organization
- 3:** make use of various financial services and investors protection measures

Unit 1: Nature and Role of Financial System

Concept of Finance; Features of Finance; Role of Finance in an Economy; Classification of Finance, Financial System and Its Components: Financial Intermediaries or Institutions, Financial; Markets, Financial Instruments, Financial Services; Electronic Banking: Meaning and Features; Automatic Teller Machine (ATM).

Unit 2: Indian Money Market

Meaning of Money Market; Structure of Indian Money Market; Money Market Instruments; Defects of Indian Money Market; Measures to improve the Indian Money Market; Bill Market.

Unit 3: Indian Capital Market

Meaning and Structure of Indian Capital Market: Industrial Securities Market, Government Securities Market, Long term Loan Market; Capital Market Instruments; Capital Market Intermediaries.

Unit 4: Interest Rate

Meaning and Importance of Interest Rate; Various Types of Interest Rates; Meaning and Features of Administered Interest Rates; Meaning and Features of Deregulated Interest Rates; Interest Rate Structure in India; Bill Rates; Deposit Rates; Bond Rates.

Unit 5: Mutual Fund

Meaning and Definition of Mutual Funds; Objectives of Mutual Funds; Features of Mutual Fund Investment; Importance of Mutual Funds; Types of Mutual Funds; Constituents of Mutual Funds; Systematic Investment Plan (SIP); SEBI (Mutual

Funds) Regulation, 1996; Growth of Mutual Funds in India; Challenges faced by the Mutual Funds in India.

Unit 6: Lease Financing and Hire- Purchase

Concept of Leasing; Features of Lease; Classification of Lease: Financial Lease, Operating Lease, Sale and Lease Back Lease, Leverage Lease; Advantages and Limitations of Lease; Legal Aspect of Leasing; Hire Purchase: Meaning and Features; Differences between Leasing and Hire-Purchase; Installment Purchase: Meaning and Features; Differences between HirePurchase and Installment Purchase; Legal Aspect of Hire Purchase.

Unit 7: Derivatives

Meaning of Derivatives; Types of Derivatives; Traders in Derivatives Market; Foreign Exchange Market: Meaning and Scope; Dealers in Foreign Exchange Market; Exchange Rate.

Unit 8: Credit Rating Services

Meaning of Credit Rating; Types of Rating; Benefits of Credit Rating; Benefits of Credit Rating to the Company; Disadvantages of Credit Rating; Users of Credit Rating; Credit Rating Methodology: Business Risk Analysis, Financial Risk Analysis, Management Evolution, Fundamental Analysis; Steps involved in Credit Rating; Credit Rating in India: Credit Rating Information Services of India Limited (CRISIL), Investment Information and Credit Rating Agency of India Limited (ICRA), Credit Analysis and & Research Ltd. (CARE), Fitch India Limited, ONICRA Credit Rating Agency of India Limited (ONICRA), Brickwork Ratings India Pvt. Limited (BWR), SME Rating Agency of India Limited (SMERA); SEBI Code of Conduct; SEBI Regulations of Credit Rating Agencies.

Unit 9: Depository

Meaning of Depository; Benefits of Depository; Depository Participant; International Securities Identification Number; Depository Process; Depositories in India.

Unit 10: Banks and their Functions

Definition of Bank; Commercial Banks, their importance and functions; Central Bank and its functions, Co- operative banks Regional Rural Banks, Concept of Private Banking.

Unit 11: Development Banks and Non-Banking Financial Institutions

Meaning, features and functions of Development Banks and other Non-Banking Financial Institutions, categories of Non-Banking Financial Institutions, Meaning and features of Investment Banking, services provided by investment banking, unregulated credit markets in India.

Unit-12: Central Bank

Meaning of Central Bank, Functions of a Central Bank ,Credit Control; Quantitative and Qualitative Methods of Credit Control, Central Banks of Different Countries

Unit 13: Regulation of Financial Markets in India

Concept of Regulation of Financial Market; Objective of Financial Market Regulation; Regulators of Indian Financial Market; Reserve Bank of India; Securities and Exchange Board of India; Insurance Regulatory and Development Authority; Pension Fund Regulatory and Development Authority.

Semester- IV

Course Code DSC 5: Corporate Accounting

Objective: This course facilitates the learners in understanding the basics of corporate accounting and the procedure of maintaining accounts in different cases of issuing shares, debentures.

Learning Outcomes: After completion of the course, learners will be able to

- 1: describe the procedure of accounting followed in issuing shares, forfeiture and reissue of shares;
- 2: discuss the advantages, disadvantages of issuing bonus shares and right shares;
- 3: describe the accounting technique for issue and redemption of debentures;
- 4: prepare accounts for internal reconstruction of companies
- 5: describe the types of holding companies and the advantages of consolidated financial statements;
- 6: prepare the final accounts of a company.

Unit 1: Issue and Subscription of Shares

- a) Meaning of Share and Share Capital; Kinds of Shares and Share Capital; Sub- division of Share Capital; Issue of Shares and Steps involved in the Issue of Shares; Accounting Treatment for Issue of Shares.
- b) Meaning of Subscription of Shares; Full Subscription; Under-Subscription; Over- Subscription of Shares; SEBI Guidelines on Over-Subscription of Shares; Accounting Treatment on Over- Subscription of Shares.

Unit 2: Forfeiture and Re-Issue of Shares

- a) Meaning of Forfeiture of Shares; Effect of Forfeiture of shares; Accounting Treatment on Forfeiture of Shares.
- b) Re- Issue of Forfeited of Shares; Accounting Treatment on Re- Issue of Forfeited Shares.

Unit 3: Issue of Bonus Shares and Right Shares

- a) Meaning of Bonus Shares; Objectives; Advantages and Disadvantages of Issue of Bonus Shares; Accounting Treatment on Issue of Bonus Shares.
- b) Meaning of Right Shares; Objectives, Advantages and Disadvantages of Issue of Right Shares; Accounting Treatment on Issue of Bonus Shares.

Unit 4: Redemption of Preference Shares

Meaning of Redemption of Preference Shares and Redemption of Preference Shares; Legal Conditions for Redemption of Preference Shares; Methods of Redemption of Preference Shares; Accounting Treatment on Redemption of Preference Shares.

Unit 5: Issue of Debentures

Meaning and Features of Debentures; Types of Debentures; Differences between Shares and Debentures; Methods of Issue of Debentures; Accounting Treatment on Issue of Debentures.

Unit 6: Redemption of Debentures

Meaning of Redemption of Debentures; Methods of Redemption of Debentures; Price at which Debentures can be Redeemed; Sources of Finance for Redemption of Debentures; Legal Provisions for Redemption of Debentures; Accounting Treatment on Redemption of Debentures.

Unit 7: Buy Back of Shares

Meaning of Buy Back of Shares; Advantages and Disadvantages of Buy Back of Shares; Legal Provision and Sources of Funds for Buy Back of Shares; Accounting Treatment on Buy Back of Shares.

Unit 8: Valuation of Goodwill

Meaning and Features of Goodwill; Goodwill as an Asset; Methods of Valuation of Goodwill: Average Profit Method and Weighted Average Profit Method.

Unit 9: Valuation of Shares

Meaning of Value of Shares; Types of Share Value; Importance of Valuation of Shares; Factors Affecting the Value of Shares; Methods of Valuation of Shares

Unit 10: Purchase of Business

Meaning of 'Purchase of Business', 'Business Taken Over', 'Assets Taken Over' and 'Assets and Liabilities Taken Over'; Purchase Consideration; Methods for determining Purchase Consideration; Mode of Discharge of Purchase Consideration; Accounting Entries.

Unit 11: Amalgamation of Companies

Meaning and Objectives of Amalgamation of Companies; Meaning of Different

Terms used in Amalgamation; Provisions for Amalgamation of Companies as per Accounting Standard 14; Basis for Arriving at Purchase Consideration; Accounting Entries in the books of Transferee Company.

Unit 12: Internal Reconstruction of Companies

Meaning of External Reconstruction and Internal Reconstruction of Companies; Situations, which Call for Internal Reconstruction of a Company; Forms of Internal Reconstruction of Companies: Alteration of Share Capital and Reduction of Share Capital; Accounting Treatment on Internal Reconstruction of Companies.

Unit 13: Accounts of Holding Companies

Meaning of Holding Companies and Subsidiary companies; Types of Holding Companies and Subsidiary companies; Meaning of Consolidated Financial Statements; Advantages of Consolidated Financial Statements; Legal requirements on Consolidation; Meaning and Calculation of Minority Interest.

Unit 14: Liquidation

Meaning of Liquidation; Modes of Winding up of a Company: Compulsory Winding Up, Voluntary Winding Up; Meaning of Contributories; Meaning of Liquidator Preferential Payments.

Unit 15: Final Accounts of Joint Stock Companies

Meaning and Components of Final Accounts; Relevant Provisions of Companies Act; Structure of Final Accounts; Preparation of Profit and Loss Account and Balance Sheet; Some Items which require Special Attention at the Time of Preparation of Final Accounts of a Company.

Suggested Readings:

Bergeron, B. (2003). Essentials of XBRL: Financial Reporting in the 21st Century. New Jersey: John Wiley & Sons.

Dam, B. B. & Gautam, H. C. (2019). Corporate Accounting. Gayatri Publications, Guwahati
Goyal, B. K. (2019). Corporate Accounting. New Delhi: Taxmann Publication.

Goyal, V. K., & Goyal, R. (2012). Corporate Accounting. New Delhi: PHI Learning.

Jain, S. P., & Narang, K. L. (2015). Corporate Accounting. New Delhi: Kalyani

Publishers. Monga, J. R. (2019). Fundamentals of Corporate Accounting. New Delhi: Mayur Paperbacks. Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (2018). Corporate Accounting. New Delhi: Vikas Publishing House.

Note: Learners are advised to use latest edition of text book.

Course Code DSC 6: Business Regulatory Framework

Course Objectives

Objective of this course is to acquaint the learners with fundamental knowledge of various law associated with corporate world.

Course Outcomes

After completion of the course, learners will be able to

- 1:** discuss the various aspects of the Indian Contract Act;
- 2:** understand legal provisions of the Sale of Goods Act;
- 3:** discuss the provisions of the Consumer Protection Act;
- 4:** discuss the legal provisions of insurance.

Unit 1: The Indian Contract Act, 1872

Definition of Contract; Essential Elements of a Valid Contract; Classification of Contract: On the Basis of Enforceability, On the Basis of Formation, On the Basis of Performance; Free Consent: Coercion, Undue Influence, Fraud, Misrepresentation, Mistake.

Unit 2: Offer, Acceptance and Consideration

Concept of Offer; Legal Rules Regarding a Valid Offer; Lapse and Revocation of Offer; Concept of Acceptance; Legal Rules of a Valid Acceptance; Communication of Offer, Acceptance and Revocation Concept of Consideration; Legal Rules of Consideration; Exception to the rule “No Consideration, No Contract”.

Unit 3: Performance, Discharge and Remedies of Breach of Contract

Meaning of Performance of Contract; Essentials of a Valid Tender of Performance: By Whom Contract must be Performed; Persons Entitled to Demand Performance; Performance of Joint Promises; Legal Provisions regarding the Time, Place and Manner of Performance of a Contract; Contracts which Need not be Performed; Meaning of Discharge of Contract; Mode of Discharge of Contract: By Performance, By Agreement or Consent, By Impossibility of Performance, By Lapse of Time, By Operation of Law, By Breach of Contract; Breach of Contract and its Remedies.

Unit 4: Special Contracts

Contract of Indemnity; Contract of Guarantee: Kinds of Guarantee; Bailment; Kinds of Bailment; Pledge

Unit 5: The Sale of Goods Act, 1930

Essentials of Contract of Sale; Difference between Sale and Agreement to Sell; Condition and Warranty; Passing of Property in Goods; Transfer of Title by non-owners; Performance of Contract of Sale; Rights of Unpaid Seller; Breach of Contract of Sale; Auction Sale.

Unit 6: The Consumer Protection Act, 1986

Definitions under the Act; Redressal Agencies under the Act; Powers of Redressal Agencies; Procedure of Filing a Complaint; Consumer Protection Councils; Penalties under the Act.

Unit 7: The Indian Partnership Act, 1932

Definition under the Act; Definition of “Partnership”, “Partner”, “Firm” and “Firm-Name”; Essential Characteristics of Partnership; Registration of a Partnership Firm: Penalty for Furnishing False Particulars (Sec. 70), Alterations, Effects of Non-Registration (Sec. 69); Partnership and Other Associations: Distinction between Partnership and HUF, Distinction between Company and Partnership; Types of Partnership: On the Basis of Duration, On the Basis of Liability of Partners; Types of Partners; Rights and Duties of Partners; Liabilities of a Partnership to Third Parties; Dissolution of Partnership and Dissolution of Firm: Dissolution of Partnership, Dissolution of Firm, Modes of Dissolution of Firm, Sale of Goodwill after Dissolution.

Unit 8: The Information Technology Act, 2000

Brief History; Objectives of the Act; Definitions Under the Act; Provisions Relating to Digital Signature and Electronic; Electronic Records; Attribution, Acknowledgement and Dispatch of Electronic Records; Regulation of Certifying Authorities; Electronic Signature Certificates; The Cyber Appellate Tribunal; Offences and Penalties Under the Act.

Unit 9: Regulatory Framework for Insurance

Concept and Importance of Insurance; Evolution and Development of Insurance in India; Fundamental Principles of Insurance; Double Insurance and Reinsurance; Concept and Importance of Life Insurance; Concept of Marine Insurance; Concept and Features of Fire Insurance.

Unit 10: Food Safety and Standards (Packaging and Labelling) Regulations, 2011

Short title and Commencement; Definitions under the Act; Product specific requirements; Labelling: General Requirements of Labelling, Labelling of Pre-packaged Foods; Manner of Declaration: General Conditions, Principal Display Panel; Specific Requirements/ Restrictions on Manner of Labelling, Labelling of Infant Milk Substitute and Infant Food, Labelling of Edible Oils and Fats, Labelling of Permitted Food Colours; Specific Restrictions on Product Labels; Exemptions from Labelling Requirements.

Unit 11: Negotiable Instruments

Meaning of Negotiable Instruments, Meaning and Features of Promissory Note, Bill of Exchange and Cheque, Types of Cheques, Meaning and Kinds of Endorsement.

Suggested Readings:

Bose, D. C. (2008). Business Law. New Delhi: PHI Limited.

Chopra, R. K. (2015). Business Laws. New Delhi: Himalaya Publishing House.

Kuchhal, M. C., & Kuchhal, V. (2018). Business Laws. New Delhi: Vikas Publishing. Singh, A. (2009). Business Law. Delhi: Eastern Book Company

Note: Learners are advised to use latest edition of text book

Course Code DSC 7/ Minor 4: Fundamentals of Financial Management

Course Objectives

Objective of this course is to acquaint the learners with fundamental knowledge of financial management and also impart the knowledge of financial planning, financial forecasting, cost of capital, capitalization, capital budgeting, capital structure and working capital and other concepts associated with financial management.

Learning Outcomes

After completion of the course, learners will be able to

- 1: understand the concept of financial management
- 2: explain the capital investment options
- 3: determine the capital structure and sources of capital
- 4: analyze the cost of capital
- 5: assess the working capital requirement

Unit 1: Introduction to Financial Management

Meaning of Finance; Meaning of Financial Management; Finance Function; Significance of Financial Management; Relationship of Financial Management with other Areas of Management; Objectives of Financial Management; Role of the Finance Manager.

Unit 2: Sources of Business Finance

Meaning and Significance of Business Finance; Financial Requirements of Business; Sources of Business Finance; On the Basis of period, On the Basis of Ownership, On the Basis of Sources of Generation; Methods of Raising LongTerm Fund; Equity Shares, Preference Shares, Retained Earnings or Ploughing Back of Profit, Issue of Debentures, Term Loan; Methods of Raising Short-Term Fund: Loans from Commercial Banks, Public Deposit, Other Sources; International Financial Instruments

Unit 3: Financial Planning

Meaning and Objectives of Financial Planning; Steps in Financial Planning; Financial Plan; Characteristics of a Good Financial Plan; Ingredients of a Financial Plan; Financial Policies; Some Aspects of Short-term Financial Policy; Forecasting or Estimating Financial Requirements: Factors to be Considered For Estimating

Financial Requirements; Taxation and Financial Planning.

Unit 4: Capital Structure

Meaning and Importance of Capital Structure; Patterns of Capital Structure; Kinds of Capital Structure; Importance of Capital Structure Decision; Elements of a well-planned Capital Structure: Optimum Capital Structure, Features of an Optimal Capital Structure, Limitations in designing optimal capital structure; Determinants of Capital Structure. Theories of Capital Structure: Net Income (NI) Approach, Net Operating Income (NOI) approach; Modigliani-Miller (MM) Approach; Traditional approach; Factors to be considered while determining capital structure; Approaches to Determine Appropriate Capital Structure: EBITEPS Analysis, ROI-ROE Analysis.

Unit 5: Cost of Capital

Concept of Cost of Capital; Significance of Cost of Capital; Classification of Cost of Capital; Determination of Specific Cost; Weighted Average Cost of Capital..

Unit 6: Capitalisation

Meaning of Capitalisation; Capital and Capitalisation; Theories of Capitalisation; Fair Capitalisation; Over Capitalisation; Under Capitalisation; Over Capitalisation Vs Under Capitalisation; Water Capital.

Unit 7: Leverage

Meaning of leverage, Financial Leverage: Measure of Financial Leverage, Degree of Financial Leverage, Impact of Financial Leverage on Investor's Rate of Return; Operating Leverage; Degrees of Operating Leverage; Combined effect of Financial and Operating Leverage.

Unit 8: Capital Budgeting Decision

Meaning of Capital Budgeting; Importance of Capital Budgeting, Types of Investments Decisions; Investment Criteria; Capital Rationing..

Unit 9: Working Capital Management

Concept of working Capital; Need for Working Capital; Types of Working Capital; Determinants of Working Capital; Working Capital Management; Principles of Working Capital Policy.

Unit 10: Dividend Decision

Meaning of Dividend; Dividend Policy; Factors Influencing Dividend Policy; Forms of Dividend; Bonus Shares; Objectives, Advantages and Disadvantages of Issue of Bonus Shares; Provisions of Indian Companies Act, 2013 relating to Dividend.

Unit 11: Ratio Analysis

Concept and Significance of Ratio Analysis, Types of Ratio, Limitations of Ratio Analysis.

Suggested Readings:

Khan, M. Y., & Jain, P. K. (2018). Financial Management: Text and Problem. New Delhi: Tata McGraw Hill Education.

Kothari, R. (2016). Financial Management: A Contemporary Approach. New Delhi: Sage Publications India Pvt. Ltd.

Rustagi, R. P. (2015). Fundamentals of Financial Management. New Delhi: Taxmann Publication.

Pandey, I. M. (2015). Financial Management. New Delhi: Vikas Publications.

Sharma, S. K., & Sareen, R. (2018). Fundamentals of Financial Management. New Delhi: S. Chand Publishing

Note: Learners are advised to use latest edition of text book

Semester- V

Course Code DSC 8: Business Statistics

Course Objectives

The objectives of the Course are to help the learners in understanding various statistical concepts like measures of central tendency and dispersion, correlation and regression, probability and various distribution time series data etc. which are frequently use in business data analysis and research.

Learning Outcome:

After completion of the course, learners will be able to

- 1: make use of Mean, Media and Mode;
- 2: use the sampling technique and hypothesis in research project;
- 3: use correlation, regression, Co-efficient of Skewness in analyzing data;
- 4: estimate trends based on time series data.

Unit 1: Introduction to Statistics

Meaning and Importance of Statistics; Frequency Distribution; Tabulation of Data; Methods of presenting statistical information.

Unit 2: Measures of Central Tendency

Meaning of Measures of Central Tendency; Different Types of Measures of Central Tendency.

Unit 3: Measures of Dispersion

Meaning of Dispersion; Different Measures of Dispersion; Meaning, Types and Measures of Skewness.

Unit 4: Skewness, Moments and Kurtosis

Measures of Skewness: Karl Pearson's Co-efficient of Skewness, Bowley's Co-efficient of Skewness; Moments: Moments about Mean; Moments about Arbitrary Point A; Relation between Central and Raw Moments; Karl Pearson's Beta and Gamma Coefficient: Coefficient of Skewness based on Moments; Kurtosis: Measures of Kurtosis.

Unit 5: Correlation

Meaning of Correlation; Scatter Diagram and Correlation; Type of Correlation; Correlation Coefficient.

Unit 6: Regression

Meaning of Regression; Line of Regression and Regression Equation; Correlation and Regression Analysis: A Comparison.

Unit 7: Fundamentals of Probability

Random experiment; Definition of Probability; Elementary Theorems on Probability.

Unit 8: Conditional Probability

Conditional probability; Multiplication Theorem on Probability; Total Probability; Baye's Theorem.

Unit 9: Random Variables and its Probability Distribution

Random Variable: Definition or Random Variable; Discrete Random Variable; Continuous Random Variable; Probability Distribution: Probability Mass Function, Probability Density Function; Mathematical Expectation and Variance: Mathematical Expectation, Properties of Mathematical Expectation, Variance of Random Variable, Properties of Variances, Illustrated Examples; Moments: Raw Moments, Central Moments.

Unit 10: Theoretical Distribution-I

Moment Generating Function: Definition, Generation of Moments, Properties of Moment Generating Function, illustrated Examples; Binomial Distribution: Derivation of Binomial Distribution, Definition, Moments of Binomial Distribution, Moment Generating Function of Binomial Distribution, Fitting of Binomial Distribution, Properties of Binomial Distribution, Illustrated Examples; Poisson Process: Poisson Distribution as a limiting case of Binomial Distribution, Moments of Poisson Distribution, Moment Generating Function, Fitting of Poisson Distribution, Properties of Poisson Distribution, Application of Poisson Distribution.

Unit 11: Theoretical Distribution-II

Normal Distribution: Definition, Standard Normal Variate, Properties of Normal Distribution, Area Under Normal Probability Curve, Importance of Normal Distribution; Weak Law of Large Numbers: Statement, Application of Weak Law of Large Numbers; Central Limit Theorem: Statement, Application of Central Limit Theorem.

Unit 12: Index Numbers

Concept and Uses of Index Numbers; Types of Simple Index Numbers; Properties of Relatives; Construction of Simple Index Numbers; Construction of Weighted Index Numbers; Test of Adequacy of Index Number.

Unit 13: Time series

Definition of Time Series; Importance of Time Series Analysis; Components of a Time Series; Methods of Measuring Secular Trend; Estimation of the Trend by the Method of Moving Average.

Unit 14: Basic Concepts in Sampling

Definition of Population; Parameter and Sampling; Random and Non- random Sampling; Sampling with and without Replacement; Errors in Sampling.

Unit 15: Test of Hypothesis

Hypothesis, Null Hypothesis, Alternative Hypothesis, Large sample test, small Sample test, level of significance, T-test, Chi-square test.

Suggested Readings:

Bhardwaj, R. S. (2019). Business Mathematics and Statistics. New Delhi: Scholar Tech Press. Richard, I. L., Masood, H. S., David, S. R., & Rastogi, S. (2017). Statistics for Management. New Jersey: Pearson Education. Thukral, J. K. (2017). Business Mathematics and Statistics. New Delhi: Maximax Publications. UGC DOCUMENT ON LOCF COMMERCE 50 Vohra, N. D. (2014). Business Mathematics and Statistics. New Delhi: Tata McGraw Hill Education India.

Note: Learners are advised to use latest edition of text book

Course Code DSC 9: Management Accounting

Objective: The course aims to provide the learners the basic concept of management accounting, financial statements and the techniques for analysis of financial statements.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** differentiate between management accounting and cost accounting;
- 2:** discuss the features of financial statements;
- 3:** apply different accounting ratios for analysing financial statements;
- 4:** prepare cash flow statement;
- 5:** discuss the role of budget and budgetary control;
- 6:** discuss the role of human resource accounting.

Unit 1: Introduction to Management Accounting

Meaning, Objectives, Nature and Functions of Management Accounting; Differences between Cost Accounting and Management Accounting; Differences between Financial Accounting and Management Accounting; Management Accounting Techniques.

Unit 2: Financial Statement Analysis

Meaning, features, importance and limitations of Financial Statement; Types of Financial Statement; Analysis and Interpretation of Financial Statement.

Unit 3: Accounting Ratios

Meaning and Importance; Types of Ratios; Advantages and Limitations of Ratio Analysis.

Unit 4: Fund Flow Statement

Meaning, Objectives, Advantages and Disadvantages of Fund Flow Statements, Preparation of Fund Flow Statement.

Unit 5: Cash Flow Statement

Meaning, Objectives, Advantages and Disadvantages of Cash Flow Statements; Distinctions between Cash Flow Statement and Fund Flow Statement; Preparation of Cash Flow Statement.

Unit 6: Budget and Budgetary Control

Meaning of Budget and Budgetary Control; Objectives, Advantages and Disadvantages of Budgetary Control; Essentials of Successful Budgetary Control; Classification of Budgets: Fixed, Flexible, Zero based, Programme and Performance

Budgets.

Unit 7: Standard Costing

Concept of Standard Cost and Standard Costing; Advantages, Limitations and Applications of Standard Costing.

Unit 8: Variance Analysis

Concept of Variance Analysis: Material, Labour, Overheads and Sales Variances; Disposition of Variances; Control Ratios.

Unit 9: Marginal Costing

Meaning, Advantages and Limitations of Marginal Costing; Applications of Marginal Costing.

Unit 10: Break- Even Analysis

Meaning of Marginal Costing, Concept of Break- Even Analysis, Practical uses of Break- Even Analysis, Concept, of P.V. Ratio, Meaning of Margin of Safety, Meaning of Angle of Incidence; Break- Even Chart.

Unit 11: Cash Management

Nature of Cash; Motive for Holding Cash; Cash Management; Determining Optimum Cash Balance; Cash Management Models; Investment of Surplus Funds.

Unit 12: Receivable Management

Meaning of Receivable; Cost of Maintaining Receivables; Factors influencing Size of Receivables; Meaning and Objectives of Receivables Management; Dimension of Receivables Management.

Unit 13: Human Resource Accounting

Meaning; Basic Premises of Human Resource Accounting; Need, Objectives and Advantages of Human Resource Accounting; Methods of Human Resource Accounting; Human Resource Accounting in India; Objections against Human Resource Accounting.

Unit 14: Accounting for Price level changes:

Meaning, Need, Objectives and Advantages of Accounting for Price Level Changes; Methods of Accounting for Price Level Changes; Simple Problems.

Unit 15: Contemporary Issues

Responsibility Accounting: Concept, Significance, Different Responsibility Centres; Divisional Performance Measurement: Financial and Non-Financial measures;

Transfer Pricing.

Suggested Readings:

Arora, M. N. (2014). Management Accounting. New Delhi: Himalaya Publishing House Pvt. Ltd.

Maheshwari, S. N., & Mittal, S. N. (2017). Management Accounting-Principles & Practice. New Delhi: Mahavir Publications.

Singh, S. K., & Gupta, L. (2010). Management Accounting–Theory and Practice. New Delhi: Pinnacle Publishing House.

Khan, M. Y., & Jain, P. K. (2017). Management Accounting: Text, Problems and Cases. New Delhi: Tata McGraw Hill Education.

Singh, S. (2016). Management Accounting. New Delhi: PHI Learning.

Goel, R. (2013). Management Accounting. Delhi: International Book House Pvt. Ltd

Note: Learners are advised to use latest edition of text book

Course Code DSC 10: Business Economics

Course Objective: Objective of this course is to acquaint the learners with fundamental economic theories and their relationship with demand, supply, production, cost and profit. And also to help the learners to acquire conceptual knowledge of different market structure and inflation and deflation.

Learning Outcome:

After completion of the course, learners will be able to

- 1:** develop an understanding of the concept of economics required for business;
- 2:** understand the concept of demand, supply and markets;
- 3:** comprehend the concept of revenue, profit, inflation and deflation;
- 4:** discuss the causes of inflation and deflation.

Unit 1: Introduction to Business Economics

Introduction to Business Economics, Economic Principle, Economic Practices of Management, Role and Responsibilities of Business Economist.

Unit 2: Demand

Concept of Demand: Types, Determinants, Demand Function, Demand Elasticity, Demand Forecasting.

Unit 3: Indifference Curve Analysis

Indifference Curve Analysis of Consumer Behaviour; Consumer's Equilibrium; Price Elasticity and Price Consumption Curve, Income Consumption Curve and Engel Curve, Price Change and Income and Substitution Effects; Revealed Preference Theory.

Unit 4: Supply

Concept and law of supply, Factors affecting Supply.

Unit 5: Production

Concept of production: Factors, Functions, Linear homogenous production function, Optimum input combinations, Laws of variable proportion, Returns to scale, Economies and diseconomies of scale.

Unit 6: Cost

Cost concepts: Opportunity Cost or Alternative Cost, Explicit Cost and Implicit Cost, Money Cost and Real Cost, Accounting Cost and Economic Cost, Sunk Cost, Marginal Cost and Incremental Cost, Short- run Cost: Total Cost, Average Cost, Marginal Cost, Long- run Cost Curve of Firm: Long- run Average Cost Curve, Long- run Marginal Cost Curve, Managerial Uses of Cost Function.

Unit 7: Perfect Competition

Concept; Features; Profit maximisation and equilibrium of firm and industry; Short- run and long- run supply curves; Price and output Determination.

Unit 8: Monopoly

Concept; Features; Determination of price; Equilibrium of a Firm; Comparison between Monopoly and Perfect Competition.

Unit 9: Monopolistic Competition

Concept; Features; Price and Output Determination; Product Differentiation; Comparison between Monopolistic and Perfect Competition; Concept of Excess Capacity

Unit 10: Oligopoly

Concept; Features; price and Output Determination; Price Leadership; Kinked Demand Curve.

Unit 11: Revenue and Revenue Curve

Concept of Marginal Revenue (MR) and Average Revenue (AR); Relationship between AR and MR under Perfect Competition and Imperfect Competition; Relationship between AR, MR, and TR.

Unit 12: Distribution

Marginal productivity theory of distribution, rent: modern theory of rent, wages, wage determination under Imperfect Competition.

Unit 13: Profit

Meaning of profit, Profit theories, Basic information, Nature of profit, Measurement of profit, Profit policies.

Unit 14: Inflation

Concept; Causes of Inflation; Effects of Inflation; Measures to Contain Inflation.

Unit 15: Deflation

Concept; Causes of Deflation; Effects of Deflation; Measures to Control Deflation.

Suggested Readings:

Ahuja, H. L. (2019). Theory of Micro Economics. New Delhi: Sultan Chand Publishing House. Koutsoyannis, A. (1975). Modern Microeconomics. London: Palgrave Macmillan.

Chaturvedi, D. D., & Gupta, S. L. (2010). Business Economics Theory & Applications. New Delhi: International Book House Pvt. Ltd.

Adhikari, M. (2000). Business Economics. New Delhi: Excel Books.

Kennedy, M. J. (2010). Micro Economics. Company law Mumbai: Himalaya Publishing House.

Seth, M. L. (2017). Micro Economics. Agra: Lakshmi Narain Agarwal Educational Publishers.

Note: Learners are advised to use latest edition of text book.

Course Code DSC 11: Company Law

Objective: This course aims to provide understanding about the provisions of the Companies Act, 2013. The course discusses the different formalities required to be fulfilled by a company before and during its course of business.

Learning Outcomes: After completion of the course, learners will be able to

- 1: explain the features and the stages of formation of a company;
- 2: explain the different documents required for registration of a company. Like memorandum of association, articles of association and prospectus;
- 3: understand the qualification of company directors, their duties and liabilities;
- 4: different types of company meetings;
- 5: discuss the books of accounts, register of members maintained by a company.

Unit 1: Basics of Company and Company Law

Historical Perspective of Company Law in India; Company –Meaning & definition, Nature, Characteristics. Form of business organization, company forms of organization and other forms of business. Corporate personality, corporate veil.

Unit 2: Types of Company

Private company, one Person Company, small company, public company, limited company, unlimited company, Government company, holding and subsidiary company, associate company, investment company, producer company, dormant company.

Unit 3: Incorporation of Company

Meaning of Promoters; Duties, Rights and Liabilities of Promoters; Procedure for Formation of a Company; Certificate of Incorporation; Certificate of Commencement of Business.

Unit 4: Memorandum of Association

Meaning of Memorandum of Association; Clauses of Memorandum of Association; Doctrine of Ultra Vires; Alteration of Memorandum of Association.

Unit 5: Articles of Association

Meaning of Articles of Association; Content of Articles of Association; Doctrine of Indoor Management; Doctrine of Alter Ego; Alteration of Articles of Association; Distinctions between Memorandum of Association and Articles of Association.

Unit 6: Prospectus

Concept of Prospectus; Content of Prospectus; Statement in lieu of Prospectus; Penalties for Misrepresentation in Prospectus.

Unit 7: Conversion of Company

Meaning of Conversion of Company; Conversion of Private Company into Public Company; Conversion of Public Company and Private Company; Conversion of One Person Company and Conversion into a One Person Company; Conversion of Section 8 Company to any other class of Companies.

Unit 8: Members of a Company

Meaning of Member of a Company; Modes of Acquiring Membership; Restriction on Membership; Rights and Privileges of Members.

Unit 9: Company Director- I

Concept and definition of Company Director; Types of directors, Legal position of directors, Minimum and maximum number of directors, Appointment of director, Director Identification Number (DIN), Removal, retirement and resignation of directors; Vacation of office of directors.

Unit 10: Company Director- II

Independent Director –meaning, number of Independent Directors, Selection of Independent Directors, qualification, code for Independent Director, tenure of Independent Director; Roles, functions and duties of independent directors, liabilities of Independent Director, remuneration of Independent Directors. Women director.

Unit 11: Board of Directors

Meaning, Meeting of the board, board committee- Audit Committee, Compensation Committees, Power of board, loans to director, contract of employment with managing director or whole time director.

Unit 12: Inspection and Investigation

Meaning of Inspection, purpose, powers of Registrar, conduct of inspection, punishment for non-compliance, reports on inspection. Investigation –meaning, types, scope, powers of inspectors, Punishment of contravention, Inspectors report on investigation.

Unit 13: Company Meetings

Meaning of meeting, kinds of company meeting, meaning of minutes, recording and signing of minutes, Role of chairman, Resolution and its kinds, Postal ballots.

Unit 14: Management and Administration

Register of Members; Declaration in Respect of Beneficial Interest in any Share; Power to close Register of Members or Debenture holders or other Security holders; Annual Return.

Unit 15: Books of Company

Books of Accounts to be kept by a Company; Financial Statemen; Re- opening of accounts on Court's or Tribunal's Order; Board's Reports; Corporate Social Responsibility.

Suggested Readings:

Chadha R., & Chadha, S. (2018). Company Laws. Delhi: Scholar Tech Press.

Gowar, L. C. B. (1969). Principles of Modern Company Law. London: Stevens & Sons.

Hicks, A., & Goo, S. H. (2017). Cases and Material on Company Law. Oxford: Oxford University Press.

Kuchhal, M. C., & Kuchhal, A. (2020). Corporate Laws. New Delhi: Shree Mahavir Book Depot. Kumar, A. (2019). Corporate Laws. New Delhi: Taxmann Publication.

Ramaiya. (2015). A Guide to Companies Act. Nagpur: Wadhwa Book Company.

Hanningan, B. (2018). Company Law. Oxford: Oxford University Press.

Sharma, J. P. (2018). An Easy Approach to Corporate Laws. New Delhi: Ane Books Pvt. Ltd.

Course Code (Minor 5): E- Commerce

Objective: This course will facilitate the learners in understanding the process of conducting online business including its application in retail and whole sale business.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** understand the nature of e-business;
- 2:** plan for online business;
- 3:** plan for payment methods for online business;
- 4:** apply the e- business models in retail and wholesale business;
- 5:** discuss the advantages and disadvantages of virtual existence;
- 6:** discuss the security issues in e- commerce and the different cybercrimes.

Unit 1: Information Technology in Business

Information Revolution; Applications of IT in Business; Impact of IT on Business Environment.

Unit 2: Introduction to E- Commerce

Meaning, Nature, Concept, Advantages, Scope and Reasons for transacting online; Categories of e- commerce.

Unit 3: Electronic Data Interchange

Introduction; Importance and Types of Business Data Transfer System; Electronic Data Interchange: Definition, Types; User Group of EDI; Importance of EDI; EDI in India.

Unit 4: E- Business

Introduction; Internet Book Shops; Grocery Supplies; Software Supplies and Support; Electronic Newspaper; Internet Banking; Virtual Auctions; Online Share Dealing; Gambling on the Net; E- Diversity; Web Booking System.

Unit 5: E- business Communication

Introduction; Importance of e- technology in e- business communication; e- business conferencing: Audio Conferencing, Document Conferencing; Tele Conferencing; Computer based Conferencing.

Unit 6: Online Business Planning

Nature and Dynamics of Internet; Pure online Vs Brick and Click Business; Assessing Requirement for an online business Designing; Developing and Deploying the System.

Unit 7: Technology for Online Business

Internet; IT Infrastructure; Middle ware; Contents: Text and Integrating E- Business Applications.

Unit 8: Online Banking

Concept and Meaning: ATM; NEFT; ECS; RTGS; IMPS; National Automated Clearing House; Debit Card; Credit Card.

Unit 9: Payment through Internet

Online Payment Mechanism; Electronic Payment System; Payment Gateways; Visitors to Website; Plastic Money.

Unit 10: Application of E- Commerce in Manufacturing and Wholesale

Problems faced by traditional Manufacturer and Wholesaler; Role of E- commerce in Manufacturing and Wholesale; Benefits of Application of E- commerce in Manufacturing and Wholesale; Issues in Application of E- commerce in Manufacturing and Wholesale.

Unit 11: Application of E- Commerce in Retail and Services Sectors

Problems faced by traditional Retail and Services Sector; Role of E- commerce in Retail and Services Sector; Benefits of Application of E- commerce in Retail and Services Sector; Issues in Application of E- commerce in Retail and Services Sector.

Unit 12: Virtual Existence

Concept; Advantages and Disadvantages and Working of Virtual Organizations; Work force; Work Zone; Work Space and Staff- less Organizations.

Unit 13: Security in E- Commerce

Digital Signature; Network Security; Data Encryption with Secret Key; Data Encryption Public Key.

Unit 14: Information Technology Act, 2000

Scope; Definitions under the Act; Applicability of the Act; The Cyber Appellate Tribunal.

Unit 15: Information System Audit

Basic Idea of Information Audit; Difference with traditional Concepts of Audit; Conduct and Applications of Information System Audit in Internet Environment.

Suggested Reading

Bajaj, K. K., & Nag, D. (2017). E-Commerce. New Delhi: Tata McGraw Hill Pvt. Ltd. Chaffey, D. (2011). E-Business and E-Commerce Management: Strategy, Implementation and Practice. London: Pearson Education.
Marilyn, G. M., & Feinman, T. (2000). Electronic Commerce: Security Risk Management and Control. New York: McGraw-Hill Education

Note: Learners are advised to use latest edition of text book

Semester- VI
Course Code DSC 12/ Minor 6: Modern Banking

Course Objectives

The objectives of the Course are to help the learners in understanding the operation of banking system in India

Learning Outcomes: After completion of the course, learners will be able to

1. understand the Indian banking system
2. identify various relationship between banker and customer
3. operate different types of bank accounts and use different types of negotiable instruments
4. discuss the banking regulation and central banking system
5. discuss the various protection available to paying banker and collecting banker

Unit 1: Introduction to Indian Banking System

Historical Perspective of Indian Banking System; Structure of Indian Banking System; Functions of a Modern Commercial Bank. Role of Banking System in Economic Development. Impact of Competition; Current Trends in Indian Banking System.

Unit 2: Banking System

Introduction; Branch Banking; Unit Banking; Branch Banking Vs Unit Banking; Advantages and Disadvantages of Branch Banking; Advantages and Disadvantages of Unit Banking Chain Banking; Group Banking.

Unit 3: E-Banking Solutions

Concept of E-Banking; Different Types of Services and Products: ATM, Debit and Credit Cards, Phone Banking, Internet Banking, EFT-RTGS and NEFT.

Unit 4: Banker –Customer Relationship

Definition of Banker and Customer, Different Types of Relationship between Banker and Customer; Rights and Obligations of a Banker; Garnishee Order. Banking Ombudsman Scheme

Unit 5: Operation of Bank Accounts

Different Types of Bank Accounts: Fixed Deposit Account, Savings Account, Current Account; Procedure of Opening and Operation of Savings and Current

Account; Account Facilities available for NRI'S; KYC Guidelines.

Unit 6: Different Types of Customer

Types of Bank Customers: Minor, Illiterate Persons, Joint Account, Partnership Account, Joint Stock Company Account.

Unit 7: Credit Creation by Commercial Banks

Introduction; Banks and Deposits; Primary Deposits and Derivative Deposits; Mechanism of Credit Creation; Limitations of Credit Creation.

Unit 8: Central Banking in India

Concept of Central Bank; Reserve Bank of India: History, Structure of RBI; Management; Functions.

Unit 9: Credit Control Techniques

Concept and Implications of Credit Control; Methods of Credit Control: Quantitative and Qualitative Methods of Credit Control.

Unit 10: Banking Legislations in India

Banking Regulation Act, 1949; Requirements as to Minimum Paid-up Capital and Reserves; Constitution of Board of Directors; Licensing of Banking Companies; Accounts and Audit; Powers of the RBI; Deposit Insurance in India.

Unit 11: Negotiable Instruments

Definition and Features; Types of Negotiable Instruments; Parties to Negotiable Instruments; Payment in due course; Endorsements: Meaning; Kinds of Endorsement; Crossing of Cheque: Types, Significance, Rules of Crossing; Payment and Collection of a Crossed Cheque.

Unit 12: Statutory Protection to Paying Banker

Meaning; Precaution to be taken Before Honouring a Cheque; Circumstances under which a Banker is Justified in Refusing Payment of a Cheque Drawn on Him; Duties of Paying Banker; Protection available to a Paying Banker; Money Paid by Mistake; Payment of Domiciled Bills.

Unit 13: Statutory Protection to Collecting Banker

Meaning; Precaution to be taken by a Collecting Banker; Banker as a Holder for Value; Banker as an Agent; Duties of Collecting Banker; Statutory Protection available to a Collecting Banker, Basis of Negligence, Duties of a Collecting Banker.

Unit 14: Bank Advances

Principles of Sound Lending; Secured and Unsecured Advances; Types of Advances.

Unit 15: Security for Advances

Pledge, Hypothecation and Mortgage; Advances against Goods, Document of Title to Goods; Stock Exchange Securities; Life Insurance Policies; Fixed Deposit Receipt, Assignments: Types of Assignments, Loans without Collateral securities, Guarantees.

Suggested Reading

Agarwal, O. P. (2011). Banking and Insurance. New Delhi: Himalaya Publishing.

Black, K. J., & Skipper, H. J. (2000). Life and Health Insurance. London: Pearson Education.

Gupta, P. K. (2011). Insurance and Risk Management. New Delhi: Himalaya Publishing.

Mishra, M. N., & Mishra, S. B. (2007). Insurance Principles and Practice. New Delhi: S. Chand Publishing.

Suneja, H.R. Practical and Law of Banking. Himalaya Publishing House.

Note: Learners are advised to use latest edition of text book

Course Code DSC 13: Marketing Management

Objective: This course acquaints the learners about the concepts and techniques of marketing management.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** explain the marketing environment;
- 2:** analyze the importance of 4Ps of marketing;
- 3:** understand the importance and bases of market segmentation;
- 4:** discuss the forces that influence consumer behaviour;
- 5:** prepare marketing research plan;
- 6:** explain direct marketing and personal selling.

UNIT 1: Concept of Marketing

Meaning and Importance of Marketing, Basic Concepts Underlying Marketing, Evolution of Basic Marketing Concepts, Selling Concept Vs Marketing Concept, Nature and Scope of Marketing, Marketing Mix

UNIT 2: Marketing Environment

Environmental Scanning, Micro and Macro Environment, Differences between Micro and Macro Environment, Techniques of Environmental Scanning

UNIT 3: Market Segmentation

Concept and Importance of Market Segmentation, Bases for Consumer Market Segmentation, Bases for Industrial Market Segmentation, Target Marketing, Evaluating Market Segments and Target Market Selection, Market Positioning Strategies

UNIT 4: Concept of Product

Concept and Features of Product, Classification of Products, Product Planning and Development, Product Diversification, Standardisation and Simplification, Concept of Product Life Cycle, Stages in Product Life Cycle.

UNIT 5: Pricing

Meaning of Pricing, Importance of Pricing in Marketing, Factors Affecting Pricing Decision, Pricing Strategies

UNIT 6: Branding:

Defining Brand, Basic Concepts, Importance of Brand, Brand Equity, Trade Marks and Its Importance, Role and Functions of Packaging and Labelling

UNIT 7: Distribution Channel

Concept and Importance of Distribution Channel, Types of Distribution Channel, Conventional and Non- Conventional Channel, Factors 4 Fundamentals of Marketing Affecting the Selection of Distribution Channel, Product, Market, Company, Middlemen and Environmental factors, Channel Design Decisions.

Unit 8: Wholesaling, Retailing and Logistic Management

Importance, Types and Functions of Wholesalers, Latest Trends in Wholesaling, Concept, Importance, Types and Functions of Retailers, Latest Trends in Retail, Concept of Logistic, Logistic Management System, Decision Areas in Logistic Management.

Unit 9: Promotion

Factors Affecting Promotional Mix and Strategies, Promotion Mix, Advertising, Sales Promotion (push versus pull), Personal Selling, Publicity

Unit 10: Consumer Behaviour

Nature and Scope of Consumer Behaviour, Importance and Forces Influencing Consumer Behaviour, Consumer Research, Consumer Need and Motivation, Consumer Personality, Perception and Learning, Consumer Decision Making Process

Unit 11: Marketing Research

Marketing and Components of Marketing Information System, Internal Records, Marketing Intelligence System, Marketing Research System, Process of Marketing Research, Implementing the Research Plan, Interpreting and Reporting the Findings, Marketing Research and Ethics

Unit 12: Direct Marketing

Concept of Direct Marketing, Direct marketing Process, Different Channels of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Concept of E-Commerce and E-Business

Unit 13: Personal Selling

Concept and Personal Selling, Objectives and Functions of Personal Selling, Advantages and Disadvantages of Personal Selling, Selling Process, Types of Sales Person

Unit 14: Sales Forecasting

Concept and Importance of Sales Forecasting, Factors influencing Sales Forecasting, Methods of Sales Forecasting, Sales Territories, Sales Quotas.

Suggested Readings:

Kotler, P., Armstrong, G., & Agnihotri, P. (2018). Principles of Marketing. London: Pearson Education.

Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). Principles of Marketing: A South Asian Perspective. London: Pearson Education.

Mahajan, J. P., & Mahajan, A. (2014). Principles of Marketing. Delhi: Vikas Publications. Saxena, R. (2006). Marketing Management. Delhi: Tata McGraw Hill Education.

Sharma, K., & Aggarwal, S. (2018). Principles of Marketing. Delhi: Taxmann Publication

Note: Learners are advised to use latest edition of text book

Course Code DSC 14: TAXATION

Objective: This course aims to provide basic understanding of the different heads of income and the provisions applied in calculating income tax. The course discusses the different terms of the Goods and Services Tax Act, 2017, structure of GST in India and the procedure of registration under the Act.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** introduces the basic concepts of income, agricultural income, gross income, total income, previous year, assessment year;
- 2:** understand different heads of income, profit and gains from business and profession, capital gains and income from other sources;
- 3:** computation of tax liability and the provisions of section 80C;
- 4:** plan and manage tax
- 5:** explain the role of different tax authorities;
- 6:** understand the different provisions of GST Act.

Unit 1: Introduction to Direct Tax: Basic Concept: Income, Agricultural Income; previous year, assessment year, assessee, person, Gross Total Income, Total Income, Incomes which do not form part of total income.

Unit 2: Heads of Income: Heads of Income: Salaries, Income from house Property, Profit and Gains of Business and Profession; capital Gains; Income from Other Sources.

Unit 3: Computation of Tax Liability: Simple computational problems relating to income from salary and income from house property and capital gain; Computation of Total Income, Deductions from Gross Total Income under section 80C in Computing Total Income and Tax Liability of an Individual.

Unit 4: Tax Planning -1: Concept of Tax Planning; Tax Planning & Tax Management, Tax Planning and Tax Evasion and Avoidance; Tax Planning and diversion/application of income. Tax Planning for a new business/existing business regarding Nature, Location, Form of Business Firm.

Unit 5: Tax Planning -2: Tax Planning for Managerial Decision- making: Make or Buy, Own or Lease; Amalgamation, Merger; Tax planning regarding transfer of assets from holding company to subsidiary company, Tax planning regarding exports.

Unit 6: Tax Management: Filing of return, Tax Deduction at Source; Advance Payment of Tax; Assessment Procedure; Tax Planning for Individuals (salaried persons/assessee) in practical context.

Unit 7: Tax Administration: Authorities; Appeals.

Unit 8: Introduction to Indirect Taxation: Concept of Indirect Taxes, Features of Indirect Taxes, Constitutional Provisions regarding indirect taxation-Pre GST and Post GST, Features of GST, Advantages of GST

Unit 9: Pre-GST Indirect Taxes: History of Indirect Taxes in India, Brief note on Value Added Tax (VAT), Service Tax, Excise Duty, Custom Duty

Unit 10: Structure of GST in India: History of GST in India; Dual GST Model: CGST, SGST, UTGST, IGST; GST Council and GST Network.

Unit 11: Important terms and definitions under GST Act, 2017: concept of place of supply, Adjudicating Authority, Agent, Aggregate Turnover, Agriculturist, Business, Business Vertical, Capital Goods, Casual Taxable Person, Goods, Input Tax, Inward Supply, Output Tax, Outward Supply, Place of Business, Services, Supplier.

Unit 12: Levy and Collection of Tax under GST: Rates structure of GST, Scope of supply, Composition Scheme under GST.

Unit 13: Registration: Registration under the Act; Persons not Liable for Registration; Compulsory Registration; Procedure for Registration; Deemed Registration; Amendment and Cancellation of Registration.

Unit 14: Introduction to Customs Law: Principles Governing Levy of Customs Duty; Basic Principles of Classification of Goods and Valuation of Goods; Customs Authorities.

Suggested Readings:

Ahuja, G., & Gupta, R. (2020). Simplified Approach to Income Tax. New Delhi: Flair Publications Pvt. Ltd.

Singhania, V. K., & Singhania, M. (2020). Student's Guide to Income Tax including GST Problems & Solutions. New Delhi: Taxmann Publications Pvt. Ltd.

Note: Learners are advised to use latest edition of text book

Course Code DSC 15: Human Resource Management

Objective: This course will facilitate understanding of the concepts, principles and the techniques applied in the management of human resource in an organisation.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** role and responsibilities of a human resource manager;
- 2:** prepare human resource plan for proper utilisation of human resource;
- 3:** understand the process of job analysis, recruitment, selection and performance appraisal;
- 4:** discuss the importance of human resource research;
- 5:** prepare for the challenges of human resource management.

Unit 1: Introduction to Human Resource Management

Concept, Objectives and Importance of HRM; Functions of HRM; Organization for HR Department; Outsourcing of HR Activities; Internal Factors affecting HRM: Leadership, Union, Organizational Culture, External Factors affecting HRM: Political- Legal, Economic, Technology, Cultural; Role and Responsibilities of HR Manager; Latest Trends in HRM.

Unit 2: Human Resource Planning

Concept and Importance of HR Planning; Process of HR Planning; Factors Affecting HR Planning; Organizing and Implementing HR Planning; Essentials for Successful HR Planning; Barriers to HR Planning; Techniques of HR Planning; HR Planning and Corporate Objectives.

Unit 3: Job Analysis

Concept and Importance of Job Analysis; Process of Job Analysis; Methods for Collecting Job Analysis Data, Writing Job Description, Standards of Performance and Working Conditions, Problems that may be encountered in job analysis.

Unit 4: Job Design and Job Evaluation

Concept and Importance of Job Design; Factors Affecting Job Design; Approaches to Job Design; Concept and Importance of Job Evaluation; Process of Job Evaluation; Methods of Job Evaluation.

Unit 5: Recruitment

Concept and Importance of Recruitment; Recruitment Process; Factors Affecting Recruitment; Sources of Recruitment: Internal and External Sources; Recruitment Methods: Traditional and Modern Methods; Role of Supervisor in Recruitment.

Unit 6: Selection

Concept and Importance of Selection; Selection Process; Barriers to Effective Selection; Placement and Orientation/ on boarding of Employees.

Unit 7: Employee Training and Development

Concept and importance of employee training; objectives of employees training, designing employees training programme, the training process; methods of training, implementation and evaluation of employees training programme; guidelines for effective training for employees.

Unit 8: Performance Appraisal and Management

Concept and Need of Performance Appraisal; Concept of Performance Management; Differences between Performance Management and Performance Appraisal; Steps in Performance Appraisal; Methods of Performance Appraisal; 360° Appraisal System; Challenges of Performance Appraisal; Legal Issues in Performance Appraisal; Role of Supervisor in Performance Appraisal.

Unit 9: Wage and Salary Administration

Concept; Components of Compensation; Theories of Compensation; Factors Influencing Employee Compensation; Compensation Plans.

Unit 10: Managing Employee Benefits and Services

Concept of Benefits and Services; Importance and types of Benefits and Services; Principles of Fringes; Administration of Benefits and Services; Essentials to Make Benefit Programmes More Effective. Retention Management Practices; VRS, golden handshake; Employees stock option scheme.

Unit 11: Collective Bargaining

Concept Collective Bargaining, Characteristics and Importance of Collective Bargaining, approaches to Collective Bargaining, Process of Collective Bargaining, Levels of Collective Bargaining

Unit 12: Industrial Grievance Handling

Meaning and Features of Industrial Grievances, Differences between Grievances and Disputes, Sources or causes of Industrial Grievances, Procedure of Grievance Handling in Small- scale and Large- scale Organizations.

Unit 13: Human Resource Research

Meaning, Characteristics and Objectives of HR Research, Importance of HR Research, Methods of HR Research

Unit 14: International HRM and e- HRM

Meaning of domestic and International H.R.M. H.R. Challenges of International Business. Implications of Inter- country Differences on H.R.M. A Global H.R. System, Concept of e- HRM, e- HR Activities.

Unit 15: Future Challenges in HRM

The Job and Challenges, New Professional Approach, Major Challenges in Human Resource Management.

Suggested Readings:

Mondy, A. W., & Noe, R. M. (1999). Human Resource Management.

London: Pearson. Decenzo, D. A., & Robbins, S. P. (2009). Fundamentals of Human Resource Management. New Jersey: Wiley.

Dessler, G., & Varkkey, B. (2011). Human Resource Management. New Delhi: Pearson Education.

Chhabra, T. N. (2004). Human Resource Management. Delhi: Dhanpat Rai & Co.. Aswathappa, K. (2007). Human Resource Management. New Delhi: Tata McGraw-Hill. French, W. L. (1994). Human Resource Management. Boston: Houghten Mifflin. Gupta, C. B. (2018). Human Resource Management. Delhi: Sultan Chand & Sons.

Rao, V. S. P. (2002). Human Resource Management: Text and Cases. Delhi: Excel Books.

Note: Learners are advised to use latest edition of text book

Semester- VII

Course Code 16 DSC: Organizational Behaviour

Objective: The aim of this course is to develop an understanding of the concepts and principles of organisation and how organisational behaviour is influenced by employees' personalities, attitudes, communication, group behaviour.

Learning Outcomes: After completion of the course, learners will be able to

- 1: design the different organisational structure;
- 2: understand how organisational behaviour evolve and influenced by different factors;
- 3: discuss the theories of personality
- 4: understand the different types of group, group behaviour and decision- making;
- 5: manage the issues related to work stress, organisational conflict, organisational culture and change.

Unit 1: Nature of Organization

Concept and Features of Organization; Significance of Organization; Role of a Manager in Organizations: Interpersonal, Informational, Decisional, Reconciling Managerial Functions and Roles; Forms of Organization: Formal Organization and Informal Organization.

Unit 2: Organizational Behaviour

Concept and Features of Organizational Behaviour; Role of Organizational Behaviour: Understanding Human Behaviour; Controlling and Directing Human Behaviour, Organizational Adaption; Challenges and Opportunities for Organizational Behaviour: Cross Cultural Dynamics, Mergers and Acquisitions, Changing Workforce Profile, Workforce Diversity, Increasing Quality Consciousness, Newer Organizational Designs; Limitations of Organizational Behaviour.

Unit 3: Nature of Human Behaviour

Concept of Behaviour; Process of Behaviour; : S- R Model, S-O-R Model, S-O-B-C Model; Foundations of Individual Behaviour: Physiological and Socio-Psychological Factors; Differences in Individual Behaviour and its Impact on Management; Factors responsible for Differences in Individual Behaviour; Models of Man: Rational- Economic Man, Social Man, Organization Man, Self- Actualising

Man, Complex Man

Unit 4: Personality

Concept of Personality; Type A and Type B Personality; Introvert and Extrovert Personalities; Personality Theories: Psychoanalytic Theory, Socio- psychological Theory, Trait Theory, Self Theory; Determinants of Personality: Biological Factors, Family and Social Factors, Cultural Factors, Situational Factors; Organizational Applications of Personality.

Unit 5: Perception

Concept and Importance of Perception; the Process of Perception; Perceptual Selectivity and Perceptual Organization; Factors in Interpersonal Perception: Factors in Perceiver, Factors in Perceived and Situational Factors; Barriers to Perceptual Accuracy: Stereotyping, Halo Effect, Expectancy, Perceptual Defence, Projection.

Unit 6: Learning

Concept of Learning; Components of Learning; Factors affecting Learning; Learning Theories: Conditioning Theory, Cognitive Learning Theory, Social Learning Theory; Reinforcement; Learning Organization: Concept, Characteristics, Benefits; Knowledge Management: Concept, Elements, Knowledge Management Strategy.

Unit 7: Attitudes and Values

- a) Concept of Attitude, Influence of Attitudes on Behaviour; Factors that Influence Attitude Formation; Attitudes Relevant for Organizational Behaviour; Attitude Measurement; Attitude Change.
- b) Concept of Values; Differences between Values and Attitudes; Factors in value formation; Influence of Values on Behaviour.

Unit 8: Interpersonal Behaviour

Interpersonal Cooperative Behaviour; Interpersonal Conflicting Behaviour; Transactional Analysis; Self- Awareness; Ego States; Life Scripts; Life Positions; Transactions; Stroking; Psychological Games; Uses of transactional Analysis.

Unit 9: Group Dynamics

Concept of Group Dynamics; Concept of Group; Formal and Informal Group; Group Behaviour; Intergroup Behaviour.

Unit 10: Work Stress

Concept of Work Stress; causes and Effects of Work Stress; Stress Management: Individual Coping Strategy; Organizational Coping Strategy; Counselling.

Unit 11: Organizational Conflict

Introduction; Functional and Dysfunctional Aspects of Conflicts; Individual Level Conflicts; Goal Conflicts; Role Conflicts; Interpersonal Conflicts; Group Conflicts; Intragroup Conflicts; Intergroup Conflicts; organizational Level Conflicts; Intraorganizational Conflicts; Interorganizational Conflicts; Conflicts Management.

Unit 12: Organizational Culture

Concept and Impact of Organizational Culture; Creating and Maintaining Organizational Culture.

Unit 13: Organizational Change

Concept of Organizational Change; Factors affecting Organizational Change; Planned Change; Resistance to Change; Change Agents; Organizational Growth and Change.

Unit 14: Organizational Development

Concept of Organizational Development; Process of Organizational Development; Organizational Development Interventions.

Unit 15: Organizational Effectiveness

Concept of Organizational Effectiveness; Approaches to Organizational Effectiveness: Goal, Functional, System- Resource; Organizational and Managerial Effectiveness; Factors in Organizational Effectiveness; Integration of Individual Organizational Goals and Effectiveness; Effectiveness through Adaptive Coping Cycle.

Suggested Readings:

Chhabra, T. N. (2017). Management Process & Organizational Behaviour. Delhi: Sun India Publications.

Greenberg, J., & Baron, R. A. (1996). *Organizational Behaviour*. New Jersey: Prentice Hall. Luthans, F. (2010). *Organizational Behaviour*. New York: McGraw Hill Education.

Robbins, S. P., & Judge, T. A. (2015). *Organizational Behaviour*. New Delhi: London: Pearson Education.

Singh, A. K., & Singh, B. P. (2007). *Organizational Behaviour*. New Delhi: Excel Books Pvt. Ltd.

Note: Learners are advised to use latest edition of text book

Course Code DSC 17: International Trade and Business

Objective: The course introduces the learners of the concepts of international business and the different organisations involved in international trade and business.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** understand basics of international business and the different modes of entry in international business;
- 2:** discuss the different theories of international business;
- 3:** understand the international business environment;
- 4:** discuss the modes of financing international business;
- 5:** explain the role of agencies, like WTO, IMF involved in international business as well as the different regional economic cooperation.

Unit 1: Introduction to International Business

Concept of International Business; Domestic vs. International Trade Impact of Globalization; Complexities of International Business; Modes of Entry into International Business.

Unit 2: International Business Operations

Introduction; Different Organizational Structure for International Business; International Business Negotiations.

Unit 3: International Business Environment

National and Foreign environment and Components: Economic, Cultural, Social, Political, Legal.

Unit 4: Theories of International Trade

Theory of Absolute Advantage, Theory of Comparative Advantage.

Unit 5: Gains from Trade and Terms of Trade

Gains from International Trade; Terms of Trade; Factors Influencing Terms of Trade; Terms of Trade and Economic Development.

Unit 6: Free Trade and Protection, Tariffs and Import Quotas

Introduction; Free Trade; Protection; Protections and Developing Countries; Forms and Methods of Protection; Effects of Protection.

Unit 7: Balance of Payment

Meaning, Structure, Disequilibrium in BOP; Correction of Disequilibrium.

Unit 8: Foreign Exchange

Meaning; Methods of Payments; Determination of Exchange Rates; Foreign Exchange Market; Arbitrage and Exchange Control: Meaning, Objectives, Methods.

Unit 9: International Trade Finance

Sources of Finance to International Trade, Mechanism of International Trade Finance; EXIM Bank and its Role.

Unit 10: Financing of Foreign Trade

Concept of Financing of Foreign Trade; Sources of Foreign Trade Finance: Banks, Factoring, Forfeiting, Banker's Acceptance and Corporate Guarantee; Forms of Payment: Cash in Advance, Letter of Credit, Documentary Collection, Open Account.

Unit 11: International Monetary Fund

Origin, Structure and importance, Functions, Role in International Trade.

Unit 12: WTO

The WTO, GATT vs. WTO, Its structure, Objectives, Functions, WTO Agreement, Working of WTO.

Unit 13: UNCTAD

Origin, Organization, Objectives Functions, and Achievements, Performance appraisal.

Unit 14: Regional Economic Co-operation

Forms of Regional Economic Co-operation: Integration efforts among Countries in Europe, North America and Asia: NAFTA, EU, ASEAN, SAARC, BRICS.

Introduction; Organization; Objectives; Functions

Unit 15: Issues in International Business

Developments and Issues in International Business: Outsourcing and its Potentials for India; Role of IT in International Business; International Business and Ecological Considerations.

Suggested Reading:

Bennett, R. (2012). International Business. London: Pearson Education.

Charles, W. L. H., & Jain, A. K. (2008). International Business, New York: McGraw Hill Education.

Czinkota, M. R., Ronkainen, I. A., & Moffett, M. H. (1998). *International Business*. Nashville: Southwestern Publishing Group.

Daniels, J. D., Radenbaugh, L. H., Sullivan, D. P., & Salwan, P. (2016). *International Business*. London: Pearson Education.

Griffin, R. W., & Pustay, M. W. (2002). *International Business-A Managerial Perspective*. New Jersey: Prentice Hall

Note: Learners are advised to use latest edition of text book

Course Code DSC 18/ Minor 7: Auditing

Objective: The aim of this course is to provide understanding of the auditing practices to the learners.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** analyze the duties of an auditor;
- 2:** explain the different types of audit;
- 3:** understand the role of test checking
- 4:** explain the process of vouching the transactions
- 5:** discuss the process of verification of assets and liabilities.

Unit 1: Introduction to Auditing

Meaning, Objectives and Objectives of Auditing, Qualities of an Auditor, Classes of Errors and Frauds, Auditor's Duty Regarding Errors and Frauds

Unit 2: Classification of Audit

Classification of Audit on the basis of Organizational Structure, Classification of Audit: Classification of audit, Statutory audit, Government audit, private/voluntary audit,

continuous audit, periodical/ final, annual audit, balance sheet audit, interim audit, partial audit, internal, audit, external audit.

Unit 3: Special Areas of Audit

Special Areas of Audit: Cost audit, Tax audit, and Management audit.

Unit 4: Preparation for an Audit

Considerations before Accepting Appointment as Auditor, Preparatory Steps before Commencement of Audit, Division of Work among Audit Staff, Preparation by Auditor

Unit 5: Test Checking

Meaning and Need of Test Checking, Precautions to Be Taken Before Applying Test Checking, Meaning and Features of Internal Check, Objectives of Internal Check, Auditor's Position Relating to Internal Check.

Unit 6: Vouching

Meaning of Vouching, Vouching of Cash Receipts, Cash Payments, Collection of Book Debts, Dividend Received, Sale of Investment, Goods Sold on Hire Purchase System, Insurance Premium

Unit 7: Verification of Assets

Introduction; Objectives of Verification of Assets; Distinction between Vouching and Verification, Valuation of Assets, Methods of Valuation of Assets, Distinction between Verification and Valuation, Verification and Valuation of different kinds of Assets.

Unit 8: Verification of Liabilities

Introduction; Objectives of Verification of Liabilities; Verification and Valuation of different kinds of Liabilities: Trade Creditors; Bills Payable; Loans; Outstanding Expenses.

Unit 9: Investigation

Definition; Distinctions between Audit and Investigation; Purpose of Investigation; duties of an Investigator prior to taking up Investigation Work and regarding Overall Investigation; Liabilities of an Investigator; Procedure of Investigation; Circumstances for Investigation.

Unit 10: Company Auditor

Qualification and Appointment of Company Auditor, Rights, Duties and Liabilities of Company Auditor, Removal of Company Auditor.

Unit 11: Audit of Special Organizations

Points to be considered for audit of accounts of Non- Profit Companies Educational Institutions, Club, Hotel, and Hospital.

Unit 12: Depreciation

Concept and Causes of Depreciation; Importance of Providing Depreciation; Distinctions between Fluctuation and Depreciation; Methods of Depreciation; Factors of Determining extent of Depreciation; Legal Provision and Commercial considerations regarding Depreciation; Auditor's Duty regarding Depreciation.

Unit 13: Reserve

Concept; Kinds of Reserve; Distinctions between Reserve and Provisions; Auditor's Duty regarding Reserve and Provision; Distinctions between Reserved Capital and Capital Reserve Account and Reserve Fund; Sinking Fund; Secret Fund; Methods of Creating Secret Reserve; Auditor's Duty regarding Secret Reserve.

Unit 14: Auditor's Report

Introduction; Features of Good Audit Report; qualified Report; Significance of True and fair View; Window Dressing.

Unit 15: Recent Trends in Auditing

Recent Trends in Auditing; Computer aided audit techniques and tools; Auditing Standards.

Suggested Reading

Gupta, K., & Arora, A. (2015). Fundamentals of Auditing. New Delhi: Tata McGraw Hill Publishing Co. Ltd.

Kumar A., Gupta L., & Arora, R. J. (2016). Auditing and Corporate Governance. Delhi: Taxmann Pvt. Ltd.

Mallin, C. A. (2018). Corporate Governance. New Delhi: Oxford University Press.

Rani, G. D., & Mishra, R. K. (2017). Corporate Governance-Theory and Practice. New Delhi: Excel Books.

Note: Learners are advised to use latest edition of text book

Course Code (Minor 7): Entrepreneurship Development and Small Business Management

Course Objectives

Objective of this course is to give a broad idea about Entrepreneurship Development and Small Business Management

Course Outcomes

After completion of the course, learners will be able to

- 1:** identify various issues associated with entrepreneurship
- 2:** explain various theories of Entrepreneurship
- 3:** identify new business opportunities
- 4:** acquire basic knowledge to start a new venture

Unit 1: Fundamentals of Entrepreneurship

Nature and characteristics of Entrepreneurship; Emergence of Entrepreneurial Class; Risk involved with Entrepreneurship; Barriers to Entrepreneurship; Factor affecting entrepreneurial growth.

Unit 2: Theories of Entrepreneurship

Theories of entrepreneurship- innovation theory of Schumpeter, Need for Achievement Theory of McClelland, Leibenstein's X-efficiency Theory, Risk Bearing Theory of Knight, Max Weber's Theory of Entrepreneurial Growth, Hagen's Theory of Entrepreneurship, Economic Theory of Entrepreneurship, Exposure Theory of Entrepreneurship, Political System Theory for Entrepreneurial Growth.

Unit 3: Entrepreneurship Development Programme (EDP)

Meaning and Importance of EDP; Objectives; Course Content and Curriculum of EDP; Phases of EDP; Institutions providing EDP in India; Importance of EDP in N.E. Region.

Unit 4: Entrepreneur

Meaning and characteristics of Entrepreneur; Qualities of a Successful Entrepreneur; Functions of Entrepreneurs; Types of Entrepreneurs.

Unit 5: Entrepreneur and Manager

Professional Manager, owner- manager, owner manager vs professional manager, Manager Vs Entrepreneur, entrepreneurship Vs administrator, Entrepreneurship.

Unit 6: Promotion of a Venture

Sources of Business Ideas; Meaning of Promotion of a Venture; Opportunity Analysis; External Environmental Analysis: Economic, Social, Technological; Competitive Factors; Legal Procedure to start a Venture.

Unit 7: Preparation of Business Proposal

Importance of Preparing the Business Proposal; Contents of Business Proposal; Designing Business Proposal: Location, Layout, Operation, Planning and Control; Preparation of Project Report; Submission of Project Report to Financial Institutions.

Unit 8: Venture Capital

Concept; Importance for a new Venture; Raising Funds for a New Venture; Sources of Fund; Venture Capital as a Source.

Unit 9: Mobilising Resources

Mobilising resources for start-up. Preliminary Contracts with the Vendors, Suppliers, Bankers, Principal Customers; Contract Management: Basic start-up problems.

Unit 10: Women Entrepreneurship

Introduction, importance of Women Entrepreneurship, barriers of Women Entrepreneurship, promotion of Women Entrepreneurship, process of developing Women Entrepreneurship, schemes for Women Entrepreneurs in India.

Unit 11: Small Business

Meaning, Characteristics, Objectives and Scope; Problems of Small Business; Small Business and Economic Development; Procedure of Setting up of a Small Business; Small Business as Seed Bed for Entrepreneurship.

Unit 12: Ownership Structure

Concept of proprietorship, concept of partnership, Concept of Company, Concept of Co- operatives, Selection of an appropriate form of ownership structure, Ownership pattern in Small Scale Industries in India, Growth strategies in small business.

Unit 13: Size and Location of a Business Unit

- a) Introduction; Standards to Measure the Size of a Business Unit; Factors Determining the Size of a Business Unit; Optimum Size of a Firm.
- b) Principles of Location of Business Unit; Factors Influencing Location of Business Unit; Plant Location in the North East Region: The Present and Future Status.

Unit 14: Industrial Sickness: Meaning of Industrial Sickness; Warning Signals of Industrial Sickness; Causes of Industrial Sickness: External causes of Industrial Sickness, Internal causes of Industrial Sickness, Factors responsible for sickness of small business; Consequences of Industrial Sickness; Corrective Measures.

Unit 15: Institutional Support for Small Business

Introduction, National level institutions, state level institutions.

Suggested Reading

Desai, V. (2009). Dynamics of Entrepreneurial Development and Management. Mumbai: Himalaya Publishing House.

Dollinger, M. J. (2008). Entrepreneurship: Strategies and Resources. New Jersey: Prentice Hall.

Hisrich, R., Peters, M., & Shepherd, D. (2017). Entrepreneurship. New York: McGraw Hill Education.

Rao, T. V., & Kuratko, D. F. (2012). Entrepreneurship: A South Asian Perspective. Boston: Cengage Learning.

Note: Learners are advised to use latest edition of text book

Semester- VIII

Course Code DSC 19: Industrial Relations and Labour Laws

Objective: The course facilitates the learners to understand the concepts of industrial relations, collective bargaining and workers' participation in management as well. The course concentrates on the laws that provide security to the workers and resolve industrial disputes.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** evaluate the importance of industrial relations;
- 2:** evaluate the causes of industrial disputes;
- 3:** evaluate the need of workers' participation in management;
- 4:** understand the evolution of labour legislations;
- 5:** understand the provisions of different labour. Legislations.

Unit 1: Industrial Relations

Concept and Significance of Industrial Relations; Parties to Industrial Relations; Factors affecting Industrial Relations; Approaches to Industrial Relations: Unitary Approach, Pluralistic Approach; Marxist Approach, Human Relations Approach; International Dimension of Industrial Relations.

Unit 2: Industrial Disputes

Concept of Industrial Disputes; Causes of Industrial Disputes; Consequences of Industrial Disputes.

Unit 3: Resolving Industrial Disputes

Prevention of Industrial Disputes; Settlement Mechanisms of Industrial Disputes.

Unit 4: Employee Grievances

Concept of Employee Grievances; Causes of Employee Grievances; Grievance Redressal Procedure; Essentials of an Effective Grievance Redressal Procedure; Legal Aspect of Grievance Redressal.

Unit 5: Collective Bargaining

Concept and Significance of Collective Bargaining; Characteristics of Collective Bargaining; Essentials for Successful Collective Bargaining; Bargaining Strategies: Distributive Bargaining, Integrative Bargaining, Attitudinal Bargaining, Intra-organizational Bargaining; The Process of Collective Bargaining; Bargaining Impasse, Mediation and Strikes; Guidelines for Effective Collective Bargaining.

Unit 6: Workers' Participation in Management

Concept and Importance of Workers' Participation in Management (WPM); Forms of WPM; Essentials for Effective WPM; WPM in India.

Unit 7: Industrial Health

Concept; Importance of Industrial Health and Safety; Occupational Hazards and Diseases; Protection against Hazards; Statutory Provisions concerning Health in India.

Unit 8: The Trade Union Act, 1926

Concept and Need of Trade Union; Types of Trade Union; Registration of Trade Union; Duties and Liabilities of Trade Union; Rights and Privileges of Registered Trade Union; Problems of Trade Unions in India.

Unit 9: The Industrial Disputes Act, 1947

Scope; Important Definitions; Authorities under the Act; Reference to Arbitration; Award and Settlement.

Unit 10: The Payment of Wages Act, 1936

Scope; Important Definitions; Responsibility of Payment of Wages; Time and Mode of Payment; Authorised Deductions; Illegal Deductions.

Unit 11: The Factories Act, 1948

Scope; Important Definitions; Provisions regarding Health, Safety and Welfare of Workers; Employment of Women and Young Person.

Unit 12: The Employees' Compensation Act, 1923

Scope; Important Definitions; Rules regarding Employees' Compensation;

Unit 13: The Payment of Bonus Act, 1956

Scope; Important Definitions; Allocable and Available Surplus; Eligibility of Bonus; Payment of Minimum and Maximum Bonus; Deduction from Bonus.

Unit 14: Industrial Employment (Standing Orders) Act, 1946

Introduction, Objects and Application of the Act; Submission of Draft Standing Orders; Certification of Standing Orders; Appeals; Date of Operation of Standing Orders; Certification Officer and Appellate Authority; Penalties.

Unit 15: International Labour Organization

Objectives and Structure of ILO; Impact of ILO; ILO Recommendations.

Suggested Reading

Malik, P. L. (2018). Handbook of Labour and Industrial Law. Lucknow, Uttar Pradesh: Eastern Book Company.

Monappa, A., Nambudiri, R., & Selvaraj, P. (2012). Industrial Relations and Labour Laws. New Delhi: Tata McGraw Hill Education.

Padhi, P. K. (2012). Industrial Relations and Labour Law. New Delhi: PHI

Learning. Sharma, J. P. (2018). Simplified Approach to Labour Laws. Bilai, Chhattisgarh: Bharat Law House. Srivastava, S. C. (2012). Industrial Relations and Labour Laws. New Delhi: Vikas Publishing House.

Venkataratnam, C. S., & Dhal, M. (2017). Industrial Relations. 2nd Edition. Delhi: OUP India.

Note: Learners are advised to use latest edition of text book

Course Code DSC 20: Cost Accounting

Objective: The course aims to develop basic understanding among the learners about the different cost concepts and the different methods of cost determination. The course discusses the different methods for material control as well as wage payments.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** determine the different elements of costs;
- 2:** determine cost under process costing, job costing;
- 3:** Determine the basis of apportionment of overheads;
- 4:** apply the techniques of material control;
- 5:** apply the methods for reordering of stocks;
- 6:** understand different methods of wage payments.

Unit 1: Introduction to Cost Accounting

Meaning, Objectives, Functions and Scope of Cost Accounting; Evolution of Cost Accounting; Costing as an Aid to Management; Relationship between Cost Accounting and Management Accounting; Advantages and Limitations of Cost Accounting; Installation of Costing System; Role of Cost Accountant.

Unit 2: Elements of Cost

Concept of Cost; Elements of Cost; Meaning of Cost Unit and Cost Centre; Procedure of Linking Costs with Cost Centres and Cost Unit; Cost Sheet: Meaning, Advantages and Preparation of Cost Sheet; Methods of Finding Cost.

Unit 3: Material Control

Meaning of Material; Meaning of Material Control, Objectives, Essentials and Advantages of Material Control; Functions and Techniques of Material Control.

Unit 4 Material Purchase and Store Keeping

- a) Introduction; Purchase Requisition; Receiving and Inspecting of Materials.
- b) The Store keeper; Requisition for Store; Reordering Level; Minimum level; Maximum Level; Bin Card; Store Ledger; Perpetual Inventory System; ABC Analysis.

Unit 5: Material Cost

Issue of Materials and Material Requisition; Return of Empties; Methods of Valuing Materials; Valuation of Stores.

Unit 6: Material Loss

Introduction; Material Losses; Wastage; Scrape; Defective.

Unit 7: Labour Cost

Introduction; Labour Turnover: Meaning, Causes, Effects; Measures of Control; Methods of Time Keeping, Idle time, Over Time.

Unit 8: Labour Remuneration and Incentives

Meaning of Remuneration and Incentives; Features of Good Wage System; Methods of Wage payments: Time Wage System, Piece Rate System, Premium and Bonus Plan; Halsey Premium Plan, Rowan Plan; Taylor's Differential Plan; Incentive System; Requisites of a Good Incentive Plan.

Unit 9: Overheads

Meaning, Classification and Collection of Overheads; Allocation and Apportionment of Overheads; Basis of Apportionment.

Unit 10: Overhead Absorption

Absorption of Overheads; Methods of Absorption of Overheads; Over and Under Absorption of Overheads.

Unit 11: Administration, Selling and Distribution of Overheads

Introduction; Administration Overheads: Accounting and Control; Distribution and Absorption of Selling and Distribution Overheads.

Unit 12: Process Costing

Introduction; General Principles; Process Losses; Wastage Scrape; Normal Loss; Abnormal Loss and Abnormal Gain; Ascertainment of Cost under Process Costing System.

Unit 13: Standard Costing

Introduction; Preliminaries to the Establishment of Standard Cost; Variance Analysis; Material Labour and Overhead; Advantages and Disadvantages of Standard Costing; Standard Costing Vs Budgetary Control.

Unit 14: Job Costing

Introduction; Procedure for Job Costing Accounting; Advantages and Limitations of Job Costing; Reports in Job Costing System.

Unit 15: Book Keeping in Cost Accounting

Cost Accounting Records, Ledgers and Cost Statements; Items excluded from Cost and Normal and abnormal items/cost; Integral accounts; Reconciliation of cost accounting records with financial accounts.

Suggested Reading

Banarjee, B. (2014). Cost Accounting – Theory and Practice. New Delhi: PHI Learning Pvt. Ltd.

Kishor, R. M. (2019). Taxman’s Cost Accounting. New Delhi: Taxmann Publication Pvt. Ltd.

Lal, J., & Srivastava, S. (2013). Cost Accounting. New Delhi: McGraw Hill Publishing Co.

Mowen, M. M., & Hansen, D. R. (2005). Cost Management. Stanford: Thomson.

Note: Learners are advised to use latest edition of text book

Course Code (Minor 8): Advertising and Sales Promotion

Objective: This course acquaints the learners with the basic concepts of advertising and sales promotion. This course focuses on advertising ethics and the different sales promotion schemes.

Learning Outcomes: After completion of the course, learners will be able to

- 1:** analyse the advantages and disadvantages of various advertising media;
- 2:** prepare advertising budget;
- 3:** frame advertising strategy focusing on rural market;
- 4:** understand the role of ethics in advertising;
- 5:** design different sales promotion schemes;
- 6:** discuss the advantages and disadvantages of personal selling.

Unit 1: Introduction

Meaning, Features, Importance of Advertising; Advertising as a tool of Communication; Types of Advertising.

Unit 2: Media Decisions

Concept of Advertising media; types of Advertising Media; Factors influencing Media Choice; Media Selection; Media Scheduling.

Unit 3: Message Development

Advertising Appeals; Advertising Copy and Elements, Preparing ads for different media.

Unit 4: Advertising Budget

Concept; Factors influencing Advertising Budget; Budgeting Methods

Unit 5: Measuring Advertising Effectiveness

Evaluating Communication and Sales Effects; Pre- and Post-testing techniques;

Unit 6: Advertising Agency

Concept of Advertising Agency; Importance; Role, Types and Selection of Advertising Agency.

Unit 7: Rural Advertising

Fundamentals of Rural Market; Understanding Rural Consumers; Marketing and Advertising in Rural Market; Media Selection in Rural Advertising.

Unit 8: Ethics in Advertising

Introduction; Perceived Role of Advertising; The Advertising Standards Council of India; Forms of Ethical Violation; Misleading Advertising; Advertising to Children, Product Endorsement, Cultural, Religious and Racial Sensitivity in Advertising; Obscenity in Advertising.

Unit 9: Sales Promotion

Concept; Importance; Advantages and Limitations of Sales Promotion; Kinds of Sales Promotion: Consumer Sales Promotion, Dealer Sales Promotion, Sales Force Promotion.

Unit 10: Sales Promotion Schemes

Sampling, Coupon, Price Off, Premium Plan, Consumer Contest and Sweeps Takes. POPM Display, Demonstration, Trade Fair and Exhibition, Sales Promotion Technique and Sales Force.

Unit 11: Personal Selling

Nature and Importance of Personal Selling; Functions of Personal Selling; Personnel Selling as a Career.

Unit 12: Salesmanship

Buyer- Seller Relationship; Product Knowledge; Customer Knowledge - Buying Motives and Selling Points.

Unit 13: Approach and Presentation

Methods of Approaching a Customer; Presentation Process and Styles; Presentation Planning.

Unit 14: Objection Handling

Types of Objections; Handling Consumer Objections.

Unit 15: Closing Sales and Follow Up

Methods of Closing Sale; Executing Sales Order- Follow Up, Importance and Process.

Suggested Reading

Belch, G. E., Belch, M. A., & Purani, K. (2009). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw Hill Education.

Buskirk, R. A. B. D., Buskirk, F. A. R. (1988). Selling: Principles and Practices. New York: McGraw Hill Education.

Castleberry, S. B., & Tanner, J. F. (2013). Selling: Building Relationships. New York: McGraw Hill Education.

Futrell, C. (2013). Fundamentals of Selling. New York: McGraw Hill Education.

Shah, K., & D'Souza, A. (2008). Advertising and Promotions: An IMC Perspective. New Delhi: Tata McGraw Hill Publishing Company Limited.

Sharma, K. (2018). Advertising: Planning and Decision Making. New Delhi: Taxmann Publication.

Note: Learners are advised to use latest edition of text book

Project Work/ Dissertation

A. PROJECT FORMULATION

The Project work constitutes a major component in most professional programmes. It needs to be carried out with due care, and should be executed with deep involvement by the learners. The project work is not only a partial fulfilment of the programme requirements, but also provides a mechanism to demonstrate your skills, abilities and specialisation.

OBJECTIVES

The overall objective of the project is to help the student develop the ability to apply theoretical and practical tools/techniques to solve real life problems related to industry, academic institutions and research laboratories. After the completion of this project work, the learner should be able to:

- Complete a problem definition.
- Evaluate a problem definition.
- Determine how to collect information to determine requirements.
- Work on data collection methods for fact-finding.
- Documentation requirements
- Be able to prepare and evaluate a final report.
- Develop of the ability to communicate effectively.

B. Type of the Project

The majority of the students are expected to work on a real-life project preferably in some industry/ Research and Development Laboratories/Educational Institution/ Local Community. Learners are encouraged to work in the areas closely associated with their programme of study. The learner can formulate a project problem with the help of her/his Guide and submit the project proposal of the same.

C. Eligibility criteria of a Project Guide

1. A person having required qualification and/or sufficient experience in the area of the learner wants to undertake the project.
2. PhD / M.Com. /MBA

D. Steps involved in the project work

The complete project work should be done by the learner only. The role of guide should be about guidance wherever any problem encounters during project. The following are the major steps involved in the project, which may help you to determine the milestones and regulate the scheduling of the project:

- Select a topic and a suitable guide.
- Prepare the project proposal in consultation with the project guide.
- Submit the project proposal along with the necessary documents to the Coordinator of the study centre.
- Receipt of the project approval from the Coordinator of the study centre.

- Carry out the project-work.
- Prepare the project report.
- Submit the project report to the Coordinator of the study centre
- Appear for the viva-voce as per the intimation by the Coordinator of the study centre.

E. Resubmission of the project proposal in case of non-approval

In case of non-approval, the suggestions for reformulating the project will be communicated to the learner. The revised project synopsis along with a new proforma, should be re-submitted along with a copy of the earlier synopsis and non-approval project proposal proforma in the next slot. The revised project proposal should be sent along with the original copy/ photocopy of the non-approved proforma of the earlier submitted proposal.

F. Project Proposal Formulation

- The project proposal should be prepared in consultation with project guide. The project proposal should clearly state the project objectives and the environment of the proposed project to be undertaken. The project proposal should contain complete details in the following form:
 - Proforma for Approval of Project Proposal duly filled and signed by both the learner and the Project Guide with date.
 - Bio-data of the project guide with her/his signature and date.
 - Synopsis of the project proposal (2-3 pages) covering the following aspects:
 - (i) Title of the Project
 - (ii) Introduction and Objectives of the Project
 - (iii) Methodology
 - (iv) Project Planning and Scheduling
 - (v) Data collection and analysis
 - (vi) Results and Discussions
 - (vii) Conclusions
 - (viii) Future scope and further enhancement of the project
 - (ix) Reference Violation of the project guidelines will lead to the rejection of the project at any stage.

G. ASSESSMENT GUIDELINES FOR PROJECT EVALUATION

Each component of the project work and the viva voce carries its own weightage, so the learner needs to concentrate on all the sections given in the project report formulation.

Project Evaluation

The Project Report is evaluated for 100 marks and the viva-voce is for 50 marks. Viva- voce is compulsory and forms part of evaluation. A learner in order to be declared successful in the project must secure **40% marks in each component (i) Project Evaluation and (ii) Viva-voce**. Pass in both the components is compulsory. If a learner submitted the project report as per the schedule and fails to attend viva, her/his Project will remains incomplete and should contact the Coordinator of the study centre.

FACULTY MEMBERS IN DISCIPLINE OF COMMERCE
(Under Maniram Dewan School of Management)

Prof. (Dr.) Nripendra Narayan Sarma
Director, Maniram Dewan School of Management
Email: nnsarma@kkhsou.in

Dr. Gobinda Deka
Associate Professor
Email: gobindadeka@gmail.com

Dr. Devajeet Goswami
Assistant Professor,
Email: devajeetgoswami@kkhsou.in

Dr. Dipankar Malakar
Assistant Professor
Email: dpmalakar@kkhsou.in

CONTACT US:

Headquarters: Patgaon, Rani Gate, Guwahati- 781017, Assam, India.

City Office: Resham Nagar, Khanapara, Guwahat, Assam, India.

Office Email id: info@kkhsou.in

For online admission related queries:

Email: itcell@kkhsou.in

Phone: 9126121516

For Study Centre related issues:

Email: ar.studycentre@kkhsou.in

Phone: 8811016517

For exam related issues:

Email: dre@kkhsou.in

Phone: 8811016665